

summary

Experienced X/UI & Product Designer specializing in crafting exceptional user experiences across fintech, real estate, and healthcare industries. Collaborated effectively within cross-functional and agile teams to design intuitive interfaces for dashboards, web apps, native apps, hybrid apps, and websites.

experience

Roomvu

I Design Leads (Product design)

date: 12/2023 - current

I UX/UI Designer

date: 10/2023 -12/2023

Real estate marketing platform

- Assumed leadership of the product design team within 2 months, demonstrating exceptional ideation and problem-solving skills.
- Optimized main dashboard design through AB testing, achieving a 10% increase in user interaction and content engagement.
- Analyzed conversion data provided by the data scientist team, leading to the optimization of the company's existing product dashboard for agents. Enhanced user flow and interface to create a seamless and efficient experience, informed by data-driven insights.
- Participated in the conversion of a web app to an iOS native app, strategically enhancing accessibility and user experience to cater to a broader audience and improve user engagement.
- Implemented a structured design system customized to the company's specific needs, to ensure consistency, scalability, and a cohesive user experience across all digital interfaces.

DIJGTAL

I User Experience Designer

date: 09/2022 - 07/2023

fin-tech service

- Executed an all-encompassing rebranding and rebuilding strategy, resulting in a unified user experience across a native mobile app and website for novice traders in the fin-tech sector (CFD trading).
- Collaboratively developed the initial MVP of the product within 3 months, establishing a strong foundation for future iterations. Worked closely with a product designer and project manager, contributing significantly to UI pattern creation and UX flow development to enhance the overall user experience.
- Championed the development and integration of a comprehensive design system, fostering consistency and efficiency across web and mobile platforms while spearheading the creation of a global component library, ensuring seamless user experiences.

Renu Bio Health Ltd

I Strategy & Innovation Director

date: 01/2019 - 08/2022

I Creative Manager

date: 06/2018 - 01/2019

I Visual Designer

date: 04/2015 - 06/2018

E-commerce website, Healthcare user risk analysis tool

- Restructured the business framework and introduced an e-commerce platform, resulting in a remarkable fivefold increase in daily active users and a 40% growth in conversion rate.
- Directed a 3-member designer team, resulting in a significant 3x increase in conversion rates for diverse digital products.
- Executed quantitative testing involving 50+ customers via Typeform; synthesized and designed based on findings, achieving a substantial 30% reduction in bounce rate for the primary user flow.
- Formulated design guidelines, crafted mockups, and engineered diagrams, streamlining design process for a 50% efficiency gain.
- Directed an 8-member task force drawn from diverse departments, such as sales, marketing, and IT, achieving remarkable results within a stringent 1-month timeline.

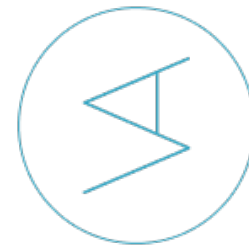
Dreampay

I Visual & UX/UI Designer

date: 2013-2014

fin-tech mobile payment system

- Proficient in web design, creating visually appealing and user-friendly websites.
- Redefined user flow of QR code payment
- skilled in visual design, including the creation of banners, brochures, membership cards, and coupon books, maintaining consistency and brand identity across all materials.



SO EUN AHN

UX/UI & Product Designer

contact

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portfolio

<https://soeunahn.com>

education

Simon Fraser University

date: 09/2011 - 05/2018

Interactive Arts and Technology

- HCI

skills

UX Design

- user research, user testing, personas, userflows, wireframe, information architecture, user story, prototype, sketches

UI Design

- mobile app, saas, responsive web, dashboard

Others

- problem solving, business strategy, self-motivation, market research.

tools

- adobe XD, figma, adobe suite, html/css, protopie, proto.io, aftereffects, maze, jira, asana, zeplin, miro

awards

Navi Me

Developed a travel platform connecting adventurous travelers with ideal local guides, delivering authentic local culture and creating lasting memories.

- Prothack Vancouver 2016: Attained 3rd place
- Coastcapital Venture Connection 2017: Earned the "Idea" award