

EDUCATION

Bachelor of Industrial Design

Pratt Institute, Brooklyn, NY

SKILLS

UX/UI Design

User Research

Iterative Process
with AI Tools

Low to High Fidelity Design

Wireframe

Design System Management

Usability & A/B Testing

User Testing

Lean UX Process

Startup Management

Agile Team Management

Realistic Product Rendering

3D & Product Prototyping

TOOLS

Figma

Claude

Datadog

Pendo

SolidWorks

Storybook

Rhinoceros®

Photoshop

SketchApp

Illustrator

inVision App

InDesign

Webflow

Keyshot

Maze

Miro Board

OTHER EXPERIENCE

KOREAN ASSOCIATION OF NEW YORK ARTISTS (www.nykana.org) | New York, NY

Director, Internal Relation | March 2012 - August 2018

Managing the major events and small projects, collaborating with Korean Consulate to promote Korean cultures through art events in NYC, and facilitating the internal team management.

EXPERIENCE

OnsiteIQ (onsiteiq.io) | New York, NY

Senior Product Designer | July 2024 - Current

- Provided designs for feature based initiatives to improve the platform.

Senior Product Designer | February 2023 - June 2024

- Led end-to-end product design for an AI-powered construction management platform, reducing project costs and delays by 5-10% and preventing \$1-2M in potential losses via improved data visibility and workflow optimization.
- Established and scaled product design processes within an agile team, accelerating design-to-development cycles and increasing overall product delivery cadence.
- Built and evolved a comprehensive design system and component library, enabling faster iteration and consistency across complex product surfaces.
- Redesigned the analytics platform UX/UI and partnered closely with engineering to strengthen design culture, driving a 2.5x increase in user engagement and retention.

BuildVision (buildvision.io) | Remote

Senior Product Designer | June 2024 - March 2026

- Led the UX/UI redesign of early product, establishing the foundation that supported to secure Series A funding.
- Designed UX of digitized RFQ and procurement workflows for general contractors (e.g., Structure Tone) and suppliers (e.g., Greenheck, Daikin, Carrier), reducing manual sourcing and quoting time by 30-40%.
- Partnered with engineers and product owners to deliver production-ready designs across complex procurement workflows.
- Built and scaled the company's design system and leveraged AI tools (Claude) to accelerate design iteration and improve team velocity.

StrongArm Technologies, Inc (strongarmtech.com) | Brooklyn, NY

Founding Product Designer | July 2014 - July 2022

- Led UX/UI design across wearables, mobile apps, SaaS dashboards, and web platforms, supporting company growth from early-stage startup to \$50M+ scale. Contributed to 33% reduction in workplace injuries, 2.2% improvement in safety management efficiency, and 3.4% increase in qualified sales leads.
- Partnered with C-suite and product leadership to shape product strategy and redesign core experiences, driving 3.2x growth in user adoption.
- Designed UX/UI and products for a smart wearable platform used by 20,000+ workers, and built a cross-platform design system to improve consistency and efficiency across hardware and software products.