

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

EXPERIENCE

OnsiteIQ (onsiteiq.io) | New York, NY

Senior Product Designer | February 2023 – Present

- Led end-to-end product design for an B2B AI-powered construction management platform, reducing project costs and delays by **5-10%** and preventing **\$1-2M** in potential losses.
- Established scalable design processes and built a comprehensive design system to accelerate product development and consistency.
- Redesigned analytics UX/UI, driving a **2.5x** increase in user engagement and retention.
- Continue contributing to platform improvements and feature initiatives, supporting ongoing product evolution.

BuildVision (buildvision.io) | Remote

Senior Product Designer | June 2024 – March 2026

- Led UX/UI redesign of an early-stage B2B procurement platform, helping secure **\$10M Series A** funding.
- Designed RFQ and procurement workflows for GCs (e.g., Structure Tone) and major suppliers (Greenheck, Daikin, Carrier), reducing manual sourcing and quoting time by **30-40%**.
- Partnered with engineering and product to deliver production-ready designs across complex workflows.
- Built and scaled the design system; leveraged AI tools to accelerate iteration and team velocity.

StrongArm Tech, 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+ Series B** 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 B2B 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.

LEADERSHIP

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.