

SUMMARY

I am a thinker and a maker who loves data and solving hard problems. I've helped organizations to conceive and build innovative products & services for over 20 years. I have a wide range of experiences, from organizational digital transformation to analytics applications development, in industries ranging from the public sector to retail banking. My strength is bringing together teams and disciplines to envision and realize new solutions by utilizing design thinking methods and an iterative design process. I am passionate about adopting new technologies to enable people to live and work more efficiently and holistically.

EXPERIENCE

User Experience Design Consultant (Contract)

J.P. Morgan Corporate Investment Banking - Wholesale Payments

November 2018 – March 2021, New York, NY

- Led UX strategy and work streams for the bank portal landing, cash positions, workflow management, and Host-to-Host payment of a Wholesale Payments bank portal
- Envisioned the integration of cash management analytic capabilities into the bank portal experience
- Drove and coordinated the effort with the stakeholders across multiple business-lines to create a seamless consolidated payments platform experience
- Facilitated design workshops and stakeholder interviews utilizing design thinking methodology for the improved and new experience of the bank portal
- Introduced and established agile, collaborative, and customer-centric practice with UX, product, and engineering teams
- Initiated and led the weekly design sharing and UX team dashboard sync-up

User Experience Design Consultant

Self-employed

June 2001– Present, Brooklyn, NY

- Provide user experience strategy and solutions for businesses of all types and sizes
- Facilitate design workshops to clarify the experience goals and concepts
- Scope, estimate, and schedule projects while leading and collaborating with internal teams
- Develop product & service concepts through design research, prototyping, and user interviews or user testing
- Client include EnergyHub, Fidelity Investments, JPMorgan Corporate & Investment Bank, New Stage Theatre Company, Korean Cultural Service, and Trim Challenge

User Experience Design Lead, VP

JPMorgan Chase & Co. - Digital Wealth Management

January 2017 – November 2017, New York, NY

- Led various work streams for the Private Bank secure website redesign & migration
- Presented the vision, UX strategy and design solution to stakeholders
- Developed product experience concepts and expanded interaction design patterns for the unique J.P.Morgan Private Bank customers' needs
- Oversaw & ensured the execution of the consistent experience of the website across channels
- Estimated and prioritized the design effort
- Successfully developed and implemented the landing experience strategy

Experience Design Lead

McKinsey & Company – McKinsey Digital

May 2015 – Jul 2016, New York, NY

- Developed experience design concepts and strategy through user-centered design methodologies/design thinking processes
- Collaborated with a cross-disciplinary team, including advocating & facilitating user-centered design practices in the firm.
- Projects include a personal loan product for a multinational investment bank, a price optimization application for McKinsey's proprietary software, digital transformations for Asian and US telecommunication companies, and analytics applications/tools for public sector clients.

Principal Designer

Frog Design

July 2006 – February 2014, New York, NY

- Facilitated and participated in design research and workshops
- Led and developed the strategic product vision through design concepts
- Supported and participated in design workshops and help the design research and workshops
- Collaborated with cross-disciplinary teams to deliver projects through iterative processes
- Clients include American Express, Bloomberg, CA Technologies, Comcast, GE (Aviation, Energy, Control, Transportation, Corporate), IPC Systems, McKinsey & Company, Motorola, Sprint, and Thomson Reuters

Designer

Concrete Media

June 1999 – April 2001, New York, NY

- Designed websites and brand collaterals for various digital startup businesses

Education

Pratt Institute, New York, NY

M.S., Communications Design (with emphasis in Digital Media Design)

Ewha Womans University, Seoul, South Korea

B.F.A., Applied Art (with emphasis in Visual Communication Design)

Awards & Publication

- IDSA, IDEA 2012 Gold Award, Design Strategy, Winner for GE User Experience Strategy and Capacity Building / 2012
- Cooper-Hewitt Design Museum, Design with the Other 90%: CITIES, featured Project Masiluleke / 2011
- AIGA, 29/365 Annual Design Competition, Corporate Communications Design, Winner for GE.com / 2008
- Communication Arts Interactive Annual, Information Design, Winner for GE.com / 2008
- Pratt Institute, Excellence in Pratt / 1998
- Fleshman-Hillard, Entenmann's Commemorative Logo Design Competition, First Prize / 1997
- DesignNET, Korea, vol 73 Oct 03: "The Designer as Author: An Emerging Design Paradigm in US & Europe" / 2003
- GRAPHIS, New Talent Design Annual 2000, Selected in Poster category / 1999

Volunteer

Parents Association Leadership, NYC Korean School

Sep 2017 – Present

Help with the financial administration of the Parents Association. Budgeting, planning, banking, record keeping, and reporting. Advises and runs various online tools to make the PA operation and communication process more efficient.