

SUMMARY

Product designer with 12+ years of experience designing developer tools and complex workflows for technical users. At AWS, designs the EC2 console experience for AI infrastructure and Console-to-Code, which turns console actions into AI-generated infrastructure code. Ships end to end with Claude Code and front-end prototypes, including a live product run by an AI agent team.

PROFESSIONAL EXPERIENCE

AMAZON WEB SERVICES | EC2 Core

Senior UX Designer

New York, NY
Mar 2022 – Present

- Led console UX for **AWS Console-to-Code (Amazon Q)** from concept to global launch, partnering with a Principal PM, engineering, and QA to design the flow from deterministic CLI/SDK code to AI-generated CDK and CloudFormation code; 64K+ customers.
- Led UX for **EC2 Capacity Blocks for ML** from concept to launch on an 8-week timeline, designing how customers find and reserve scarce GPU capacity for future ML workloads; when requested capacity wasn't available, the flow surfaced the earliest available options with dates, zone, and upfront price so customers could adjust and book.
- Pushed back on a standalone Capacity Blocks console and proposed integrating it into Capacity Reservations, aligning product and engineering leadership on the approach.
- Led UX for the **EC2 UltraServers** launch, then refined the experience around customer maintenance needs: used AI agents to build a prototype unifying existing workflows, new capabilities, and topology visualization, and aligned partner teams in one week versus a typical 6–8 weeks.
- Designed capacity management workflows including moving, splitting, merging, and sharing reservations and billing transfer; identified a gap in stacked notifications and partnered with the Cloudscape design system team to shape the Stacked Flashbar component.
- Built a mechanism with Python tooling that let teams find and fix console accessibility issues at scale, driving a 59.3% reduction across EC2 experiences.
- Serves as AI champion for the CX organization, teaching AI tooling to designers across the org and partnering with engineers to build internal tools and workflows for builders.

THRIVE GLOBAL – *behavior change technology company*

Senior Product Designer

New York, NY
Mar 2021 – Feb 2022

- Increased core experience engagement by 159% through user research and behavioral analysis.
- Established a user data investigation process with engineering and analytics to decide what to build next.
- Directed accessibility improvements across web and mobile platforms.

VIGEO TECHNOLOGIES – *behavior-change platform for lenders and small-business borrowers*

Product Design Lead, Founding Designer

New York, NY
Jul 2018 – Mar 2021

- As founding and only designer, took a CRM platform from zero to launch, defining the product design direction end to end in an ambiguous early-stage environment; contributed to 3X revenue growth.
- Ran user interviews and card sorting with loan coaches and small-business owners to restructure the VigeoHub CRM's information architecture.
- Built and maintained the design system from scratch, including components, patterns, and naming, and automated content conversion workflows.
- Increased user engagement by 400% through data-informed interaction improvements.

CLICK THERAPEUTICS – *prescription digital therapeutics*

Lead UX Designer

New York, NY
Mar 2015 – Jun 2018

- Led UX end to end for a smoking cessation app, from research and IA through shipped interface; the program achieved a 41.3% quit rate, 7X more effective than quitting unaided.
- Designed and shipped the first version of CT-152, a depression treatment app later developed with Otsuka and FDA-cleared as Rejoyn™, the first prescription digital therapeutic for adjunctive treatment of MDD symptoms.

VICTORIA PRODUCTIONS – *augmented reality ed-tech studio*

User Experience Designer

New York, NY

Jul 2014 – Feb 2015

- Implemented augmented reality to improve cross-platform experiences across books and apps.

HUMAX – *global set-top box and TV platform maker*

UI Designer

Seoul, Korea

Jun 2010 – Jun 2014

- Designed Android TV OS UI and established a design system for next-generation TV experiences.
- Managed 3 junior UI designers delivering interfaces for international broadcasting customers.

PROJECTS

TRIP K-BEAUTY – *AI-assisted full-stack booking platform (tripkbeauty.com)*

New York, NY

Designer & Builder

May 2026 – Present

- Designed, built, and shipped a live, revenue-generating booking platform for international visitors to Korean hair salons as a solo builder, writing front-end code with Claude Code and iterating with real users rather than waiting for a polished version; now serves 4,000–5,000 people a month with about 90% of operations automated.
- Built a multi-agent development loop (OpenClaw orchestrating Antigravity dev and QA agents); when output quality dropped and failures couldn't be traced to the step where handoffs broke, rebuilt the system in Claude Code with stronger verification, staging/production environments, and CI/CD via GitHub Actions.
- Designed an on-call agent that self-fixes routine issues and escalates critical ones to a human, and expanded the agent team into data analysis, finance, marketing automation, and design.

EDUCATION

PRATT INSTITUTE | M.S. Data Analytics & Visualization | 2-year renewable Scholarship

Coursework in statistical analysis (R studio) and data visualization (Tableau)

New York, NY | Mar 2020 – Aug 2022

KOOKMIN UNIVERSITY | B.F.A. Visual Communications Design | 1-time Scholarship

Seoul, Korea | Mar 2006 – Feb 2010

SKILLS, PATENT & HONORS

CORE: Developer Tools & Platform UX, Interaction & Visual Craft, Rapid Prototyping, Design Systems, Information Architecture, User Research, Accessibility (WCAG)

DESIGN: Figma, Adobe Creative Cloud

AI & AGENTIC DEVELOPMENT: Claude Code, Kiro, Antigravity, OpenClaw, MCP, Multi-agent orchestration

BUILD & SHIP: Python, JavaScript/TypeScript, React, HTML/CSS, Git, GitHub Actions (CI/CD), Playwright, Stripe

PATENT APPLICATION: CAR INFOTAINMENT, UX – In-vehicle navigation display method (sole inventor; filed in US, EU, KR, CN; cited by later patents from Ford, Toyota, BYD, and LG)

HONORS: IF Awards 2015 | Winner, IDEA (International Design Excellence) 2015 | Silver, Adobe Design Achievement Awards 2010 | Finalist