

SUMMARY

Riwon is a product designer who works across fintech, healthcare, and community spaces, with a focus on making complex systems feel approachable. She does her best work when research and craft have to talk to each other.

EXPERTISE

UI/UX Design
Interaction Design
Brand Identity
Wireframing
Rapid Prototyping
Product Thinking
Design System
Motion Design
Illustration
AI Design
Social Media Content

TOOLS

Graphics
Photoshop, Illustrator, InDesign, CapCut, Gemini, ChatGPT, Midjourney

Interfaces
Figma, Framer, Lottie, Sketch, Webflow, WordPress

Prototyping
ProtoPie, Origami, After Effects

Coding
HTML, CSS, JavaScript (basic), Claude Code, Cursor

LANGUAGES

English (Professional working proficiency)
Korean (Native)

PROFESSIONAL EXPERIENCES

Kira & Company · Product Designer (Contract), Financial Education
Mar 2026 - Jun 2026

Designed a financial literacy platform for grades 4–8, converting complex investing concepts into gamified learning experiences. Ran internal MVP testing, identified critical usability failures, and rebuilt core user flows from the ground up based on findings. Maintained an extensive design system across product UI, brand, and landing pages.

Seoul Chess Club · Builder & Designer
Aug 2025 - Mar 2026

Built a 600+ member community, growing Instagram from 0 to 3,000 followers in 6 months, with 90%+ of members citing visuals as primary discovery. Increased retention by 76% through theme-retention data and a QR check-in system with automated email follow-ups.

Local Universe | Kakao Tech for Impact · Product Design Lead
Jul 2025 - Mar 2026

Designed AR interactions and an AI chatbot for a regional tourism app, working directly with 20 residents over 6 months of iterative testing, focused on users with limited tech experience. The app launched and remains in active use, with 1,286 missions completed and consistent positive feedback on the improved experience. Presented at Moducon 2025 to 700+ attendees.

InBody USA · UX Design Intern, Biomedical Technology
Nov 2023 - Jun 2024

Designed end-to-end for a healthcare learning management system serving 300+ B2B partners, reframing an outsourced UI refresh into a full SaaS product. Reduced training scheduling time by ~90% (5 min to 20 sec) by designing an AI-assisted assessment scheduler. Achieved 80% feature sign-off before development by leading 3 rounds of prototype usability testing.

Lifesta Inc. · UX Designer, Fitness & Social Service
Sep 2021 - Jun 2023

Designed end-to-end for a run tracking app, growing MAU from 1.5K to 5K within one month by reducing Web3 onboarding and localizing terminology. Designed an AR location-based photo-sharing feature showcased at CES 2023 and Metaverse Expo 2023. Improved design consistency by 80% and cut UI revision requests by 20% through design system.

EDUCATION

University of Washington '28
MS Human Centered Design & Engineering

Sookmyung Women's University '22
BFA Visual & Media Design, Minor IT Engineering
(Academic Merit Scholarship 2019, 2020)