

Alex Yun Park **Product Designer**

UX Design • UI Design • User Advocate

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Summary

Product Designer with 5+ years of experience designing user-centered digital products across ecommerce, SaaS, and operational platforms. Experienced in translating complex business requirements, user needs, and technical constraints into intuitive, scalable experiences. Skilled in UX strategy, interaction design, prototyping, user research, and data-informed decision making. Proven ability to partner with product managers, engineers, researchers, and business stakeholders to deliver high-impact solutions that improve usability, operational efficiency, and business outcomes.

Experience

UX/CX Product Design Manager, Samsung Electronics America

Aug 2022 - Present

- Lead UX/UI initiatives for Samsung.com, designing and optimizing customer journeys across a large-scale ecommerce platform serving millions of annual visitors.
- Partner with product managers, engineers, researchers, architects, and business stakeholders to define requirements and deliver user-centered solutions that balance customer needs with business objectives.
- Conduct user research, behavioral analysis, usability evaluations, and journey mapping to identify friction points and inform product decisions.
- Create user flows, wireframes, prototypes, and high-fidelity designs to validate concepts and communicate solutions across cross-functional teams.
- Use analytics and customer insights to drive iterative improvements in engagement, accessibility, usability, and conversion performance.
- Contribute to scalable design patterns and UX standards that improve consistency across multiple product categories and digital experiences.
- Facilitate cross-functional collaboration from discovery and requirements gathering through implementation, testing, and post-launch optimization.

Product Designer, Snaplistings

June 2021 - July 2022

- Designed workflows and interfaces for a point-of-sale platform, translating complex operational and business requirements into intuitive software experiences.
- Collaborated closely with product, engineering, and business teams using Agile methodologies to define requirements, prototype solutions, and deliver product improvements.
- Created wireframes, interactive prototypes, and user-centered designs that improved workflow efficiency and usability for business users.
- Balanced technical constraints, user needs, and operational goals while contributing to the successful launch of new platform capabilities.

UX Designer & E-commerce Product Owner, Books of Wonder

Dec 2020 - May 2021

- Owned the full UX lifecycle for the company website, including user experience optimization, content strategy, feature development, usability improvements, and front-end enhancements, contributing to nearly \$800K in annual revenue.

Product Designer (B2B SaaS), Figure POS

Dec 2019 - Nov 2020

- Collaborated cross-functionally with product, engineering, and UX teams to translate business and user requirements into intuitive design solutions, leveraging agile methodologies, rapid prototyping, and iterative design to successfully launch a new iOS software interface within four months.

Core Skills

Product Design | UX Design | UI Design | User-Centered Design | Human-Centered Design | Interaction Design | Information Architecture | User Research | Usability Testing | Journey Mapping | Personas | Storyboards | User Flows | Site Maps | Wireframing | Interactive Prototyping | Accessibility | Design Systems | Product Strategy | Product Discovery | Data-Informed Design | Experimentation | Analytics | Requirements Gathering | Business Analysis | Stakeholder Management | Cross-Functional Collaboration | Agile Methodologies | SaaS | B2B Product Design | Operational Workflows | Figma | FigJam | Adobe Creative Suite | Jira | Confluence