Jihoon Yang

www. jihoonyangdesign.com
jihoonyang0530@gmail.com
+44 7990 767201

Creative and collaborative designer with 10+ years of experience, improving design for South Korea's top IT company. Designed interfaces used by 42M+ users, focusing on usability and inclusive design. Passionate about HCI, graphic design, and emerging tech to drive user-centric experiences.

Skills

- Improve the end-to-end experience of services by conducting usability reviews, identifying UX issues and designing user journeys, and data analysis incorporating feedback through user survey and voice of the customer to make data-driven decision

- Craft high-fidelity UI/UX designs with prototype, conducting A/B and usability testing

- Solidify a distinct brand identity through a coherent and articulate search results design system, and conducting a Web Accessibility audit

- Lead strong communication with the product owners, engineers, researchers, and other designers in a cross-functional team.

- Deep understanding of LLMs (Large Language Models) and experience in generative AI

- Be proficient in programs Figma, Sketch, Adobe Photoshop Adobe Illustrator, and After Effect

Education

Hongik University, KR (2015)
BA, Digital Media Design

Awards

Naver Best Project Award (2017)
Airport Information Search

Naver Best Studio Award (2014)

Naver Individual Recognition for excellence in Performance (2014)

Social Public Service Design Contest Grand Prize (2012)

Work Experience

Product designer/Naver corporation (Bundang, Korea)
January 2015 - Present (10 years)

BAND (Dec 2023 - present)

- Partnered with +120 Schools across 16 U.S. states within the first three months post-launch of the BAND for School Admin Portal, driving the project from planning to release

- Conducted user surveys and analysed user feedback/data, driving a 20% YoY increase in MAU, surpassing 600M in 2024

- Implement user-centric design for the BAND app(iOS, Android, Web), targeting a global audience encompassing the US, Korea, and Japan. Redesigned albums, calendars, and web accessibility to enhance usability, improving security and anti-fraud measures, resulting in a 24% decrease in spam reports

- Improved design by leveraging voice of the customer insights, optimising reactions, sharing features, and overall usability. Notably enhanced the sharing feature by improving accessibility and visibility, resulting in a CTR growth from 47 to 16,291

Blog&Influencer studio (2020 - 2023)

- Created design systems and implemented responsive UI/UX designs (mobile and PC web) for Brand Connect. The platform attracted active partner companies 2.4K and influencers 11.1k. The mobile visit to the Influencer home service increased by 42%, and the PC visit by 28%

- Launched the 'Influencer' search tab for 80% of South Korea's population to enhance the search experience, increasing click-through rates by 148%.
  **QC : Query Count

Naver Search App Design and Development Studio (2016 - 2020)

- Proposed search result designs such as online Q&A platform Knowledge iN, search snippet and functional tools (eg. Interest rate comparison) and contributed to seasonal projects such as festivals, elections and sports events such as the Olympics and Asian Cup

- Led the integration of weather, air quality, and disaster information into services and search results, enhancing accuracy and responsiveness, which reduced customer complaints by 43%

- Collaborated with Incheon Airport to integrate real-time congestion and parking availability APIs into search results using query data insights; awarded Best Project in an internal contest

Media Design Studio (2015 - 2016)

- Led the user experience journey of a product from ideation to deliverable of the K-pop news platform 'Starcast', analysing target users, persona, and user flow

- Redesigned and updated functions and UI/UX of Naver's news, stock, and weather sections in Naver home, search results and services

Freelance Film Editor/Samsung (Kyeongkido, KR)
November 2012 - January 2013 (3months)

- Filmed and edited educational video resources for educating expatriate employees in the Human Resources Department.