

WOOHEE BYUN

User Experience Designer

Contact

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www.woohee.work

[Linkedin](#)

Education

New York Tech

M.A. UX/UI Design & Development

SEP 2024 - MAY 2025

Penn State University

B.A. Advertising

B.A. Women's Studies

Certificate in Diversity Studies

AUG 2017 - May 2021

Skills

Design

Figma, Adobe CS, Protopie, Wireframing, Prototyping, VUI, XR Design, Chatbot, Design System, Interaction Design, Motion Graphic

Research

Usability Testing, Site Audit, User Interview, Eye Tracking, Heatmap, A/B Testing, Landscape Analysis

Tech

HTML, CSS, Google Analytics, Unity, Vibe Coding (Figma Make, v0), Shopify, AI/ML Training

Recognition

Red Dot Design Award

Junior Winner

UX Design Awards

New Talent Nomination

Cannes Future Lions

Winner

D&AD New Blood

Wood Pencil

Experience

Code and Theory / Experience Design Fellow

AUG 2025 - Present, New York

- Design dashboard and LLM-driven features for Stagwell's The Machine (AI Operating System, Launched in Oct '25), an internal platform serving 70+ agencies across the network; define user flows and edge cases with scalability in mind.
- Collaborate with project managers, visual designers, researchers, and engineers in iterative design reviews, influencing feature prioritization and enhancing usability.

The Glimpse Group / UX/UI Design Intern

APR 2025 - JUL 2025, New York

- Designed and refined 4+ AI-driven training scenarios using prompt engineering best practices, enhancing soft skill learning experience for medical professionals in interactions with patients.
- Restructured and updated Foretell Reality's GitBook knowledge base to improve information flow, enhance usability, and align with team workflows for XR development projects.

Kim'C Market / UX Design Consultant

FEB 2025 - APR 2025, New York

- Led a 6-person team to improve UX through diary studies, interviews, and AI/ML-enhanced user testing, including GPT-based automation and eye-tracking heatmaps; 10 prioritized deliverables resulted in 40% implementation rate.
- Analyzed 5,000+ sessions via Microsoft Clarity to uncover scroll drop-offs, rage clicks, and checkout friction points - informing redesign proposals to reduce CAR by 10%.

Leo Burnett / Account Manager

NOV 2021 - JUL 2024, Korea

- Contributed to Samsung Members app (2M MAU, 83 countries) by supporting user lifecycle strategies, including ambassador programs, feature recommendations, surveys, and beta tester recruitment.
- Led global social campaigns across 10 Samsung Instagram accounts, achieving 24.2% engagement rate - 5x the global average, ranking #1 globally during the campaign period.