



Woohee Byun

UX designer shaping experiences that guide and spark change ✧

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Education

New York Tech

Sep 2024 – May 2025
M.A. UX/UI Design and Development

Penn State University

Aug 2017 – May 2021
B.A. Advertising & Women's Studies

Skills

Soft Skills | Communication, Collaboration, Leadership

Design | Figma, Adobe CS, Wireframing, Prototyping, AR/VR/MR Design, VUI, Chatbot, IxD

Research | Usability Testing, Data Visualization, User Research, Eye tracking, Heatmap, Competitive Research, Market Research, Click-through Mapping, Maze, UserTesting, Optimal Workshop

Tech | HTML, CSS, JavaScript, Google Analytics, Unity, AI/ML Training, ChatGPT

Awards

Red Dot Design Award
UX Design Awards
iF Design Awards
Cannes Future Lions
Young Ones

Experience

UX/UI Design Consultant | The Glimpse Group (*AI/VR Platform*)

April 2025 – Present

- Conducted heuristic evaluation and usability testing of the VR authoring tool for AI Agent, identifying design issues in content creation flow.
- Delivered 12 UX recommendations to enhance authoring workflows and collaborative use cases.

UX/UI Designer | Down Dog (*Thesis Project*)

February 2025 – May 2025

- Led accessibility-focused UX research with 7 users with physical limitation; uncovered key customization barriers in Down Dog app.
- Introduced and evaluated new onboarding and session flows; 62.5% preferred Q&A onboarding and 80% chose video cues — shaping solutions for 25%+ of users with mobility limitations.

UX Design Consultant | Shopify: Kim'C Market (*E-commerce*)

February 2025 – April 2025

- 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; delivered 10 prioritized recommendations.
- Analyzed 5,000+ sessions via Microsoft Clarity to uncover scroll drop-off, rage clicks, and checkout friction points – informing redesign proposals to reduce cart abandonment by 10%.

Research Assistant | New York Tech

September 2024 – May 2025

- Collaborated in a META co-design sprint at NYC office, ideating innovative Gen AI solutions to increase retention rate in the metaverse.
- Contributed to external projects involving virtual production, interactive media, VR/AR, voice technology, and AI/ML with computer vision, bridging creative experimentation and technical implementation.

Strategist | Leo Burnett (*Global Creative Agency*)

November 2021 – July 2024

- Contributed to Samsung Members app by supporting user lifecycle strategies, including feature recommendations, ambassador programs, 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.