

Jihoon Yang

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Product Designer with 10+ years experience crafting digital products used by 42M+ people worldwide. Experience ranging from hands-on delivery to senior-level ownership in large-scale organisations, with a focus on scalable design systems, cross-platform UX (iOS, Android, Web), and inclusive, accessible interfaces. I turn broad product ideas into intuitive, elegant experiences through end-to-end thinking and data-informed strategy, with a focus on simplifying complexity and driving meaningful impact.

Work Experience

COS (London, UK) Product Designer

November - December 2025 / Contract

- Established the **foundation of a scalable design system** to reduce inconsistency across teams and accelerate product delivery, defining core components, tokens, and documentation used across web product teams
- Identified usability issues and redesigned key pages (home, runway, countdown) to strengthen brand identity and improve conversion

NAVER corporation (Bundang, KR) Senior Product Designer

January 2015 - Present (10 years)

BAND (Dec 2023 - July 2025)

- Redesigned albums, calendars, and home feed across **Android, iOS, and Web**, enhancing community-driven interactions for users in Korea, Japan, and the US, and resulting in a **20% YoY increase in MAU**
- Led full redesign of the BAND School Admin Portal adopted by **120+ US schools** in 3 months
- Improved authentication & consent UX, reducing customer support tickets by **24%**
- Conducted **usability and A/B testing** on redesigned login and sharing flows. Redesigned the sharing experience, resulting in **2000%+ CTR uplift** and a **3% increase in new registrations**
- Owned **accessibility audit & dark mode** introduction, ensuring compliance and inclusive UX

Blog&Influencer studio (2020 - 2023)

- Launched Influencer Search tab used by **42M+ users**, driving **148% CTR increase**
- Redesigned Brand Connect, a B2B2C affiliate dashboard and account system linking **2.4K brands with 11.1K influencers**. Led the end-to-end design for onboarding, campaign setup, and payout flows
- Built scalable responsive design system & collaborated with engineers/marketers using **A/B tests**, achieving a **42% increase in mobile traffic** and **28% uplift on desktop**

Search App & Development Studio (2016 - 2020)

- Designed **SEO-optimised search** result layouts (forums, featured snippets, financial tools), improving discoverability and relevance
- Integrated real-time weather, air quality, and emergency data into search results, cutting user **complaints by 43%**
- Designed **seasonal search experiences** and **event microsites** for key moments, including festivals, presidential elections, and major sporting events such as the Brazil Olympics and the Asian Cup

Media Design Studio (2015 - 2016)

- Enhanced the user experience across Naver's vertical services, including **news, weather, and Finance** by integrating search results and homepage modules such as **widgets** and **banners**

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)

Skills

Product & UX Skills

User centred design, Accessibility, Usability testing, A/B testing, Design systems, Data-informed design

Tool

Figma, Sketch, ProtoPie, Zeplin, Adobe CC (Photoshop, After Effects, Illustrator), Jira, Storybook