

# WOOHEE BYUN

## UX Designer

### Contact

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[www.woohee.work](http://www.woohee.work)

[Linkedin](#)

### Education

#### New York Tech

M.A. UX/UI Design & Dev  
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

#### Research

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

#### Tech

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

### Recognition

#### Red Dot Design Award

Junior Winner

#### UX Design Awards

New Talent Nomination

#### Cannes Future Lions

Junior Winner

### 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 Nov '25), an internal platform serving 70+ agencies across the network; define user flows and edge cases with scalability in mind.
- Collaborate with PMs, 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.

