

Product Designer @ Toss Bank

Impact-driven product designer with 11 years of experience across early-stage startups to 500+ scale-ups.

Experience



Product Designer, TossBank

Feb 2022 - Present (3yrs 4mos)

- **Led 0 → 1 design** for Toss Bank's Multi-Currency Account, **driving 650K sign-ups** in the first month and outperforming the top competitor **by 3.7 times**.
- Reduced international transaction friction by analyzing data, **cutting customer support load by 6%** and **saving \$23K** per month, **surpassing key metric by 5.1%**.
- Enhanced personal loan funnel through iterative A/B testing, **increasing loan execution rates by 8%** and **exceeding team target by 7%**.
- Collaborated with cross-functional teams including Product Owner, Data Analyst, Developers, and banking support teams.



Product Designer, Sixshop

Jun 2021 - Jan 2022 (8mos)

- Designed intuitive WYSIWYG web builder enabling merchants to build shopping malls 8.2 times faster than competitors, **reducing reported issues by 7%**.
- Streamlined purchase flow for customers through usability testing, **increasing the conversion rate by 4%**.



Head Of Design, Surfit

May 2019 - Jan 2021 (1yr 9mos)

- Launched Designer's Directory connecting companies with designers, reaching **3.6M daily visits**.
- Resolved engagement friction using Google Analytics and internal dashboards via data-driven design.



Lead UI/UX Designer, Union Pool

Apr 2015 - Jul 2018 (3yrs 4mos)

- Designed secondhand clothing marketplace across web, iOS, and Android.
- **Led and mentored 3 designers**, building scalable UI/UX guidelines.



UI/UX Designer, Checkup

Jul 2014 - Feb 2015 (8mos)

- Designed user-centric interfaces across web and app based on user behavior analysis.
- Delivered consistent visual design across print, app, and web platforms.

Education

Bachelor of Visual Communication Design
 Dankook University (Korea)