HYEJIN AHN

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Product Designer

Innovative product designer with a robust background in strategic thinking and creative problem solving. Values cross functional collaboration to create compelling narratives for product launches that strive toward enhancing user engagement and conversion rates.

EDUCATION

Maryland Institute College of Art
Bachelor of Fine Arts in Graphic Design
Baltimore, MD | May 2020

Awards: Adobe Design Achievement Awards 2018 (Semifinals), Dean's list 2015 — 2020
Activity: MICA Student Voice Association 2018 — 2020

Edinburgh College of Art, The University of Edinburgh
Study Abroad, Bachelor of Arts Honours in Graphic Design
Edinburgh, UK | Spring 2019

EXPERIENCE

Spotify
Associate Product Designer
New York, NY | June 2022 — December 2023

Led designs for *Countdown Pages*, a product that empowers artists to build hype for their upcoming releases, with the Music Expression team. Successfully launched the product in March 2023, announced at the Stream On event.
- Drove efforts to scale the product, elevating its capacity from supporting 15 to 50 campaigns monthly.
- Worked closely with content design, user research, product, and marketing to strategize and collaborate on launching the features with compelling stories.

Code and Theory
Junior Interaction Designer
New York, NY | Feburary 2021 — June 2022

Worked with Goldman Sachs to digitize their service portal and ideated on ways for financial advisors to monitor and track portfolios. Co-lead respective workshops with the client, and planned vision with strategists. Prototyped designs for the development team.

Spotify
Product Design Intern
New York, NY | June 2020 — November 2020

Overhauled design and user experience to provide a safer and reliable experience for users. Identified business and user values and took part in user research to collect data on user needs. Delivered modular transactional email templates and reimagined user flows, enhancing onboarding experiences and bolstering user conversion rates.

2U.Inc
Content Design Intern
Lanham, MD | August 2019 — April 2020

Created visual content and assets to improve SEO for the Marketing Team. Worked alongside Editorial and Digital Public Relations Team to assist in publishing web posts using HTML and CSS languages for the partners.

CORE COMPETENCIES

User Experience Design
Design Systems
Prototyping
Wireframing
User Research
User Flow
Graphic Design
Prints and Collateral
Motion Graphics

TOOLS

Adobe Creative Suite
Figma
Sketch
ProtoPie
Principle
HTML5
CSS3
Javascript
Cinema 4D