

Ami Song

Product Designer, London

amisong.co
[LinkedIn](#)
(+44) 7842583913
amisong.work@gmail.com

- 11 years of experience
- 320+ A/B tests conducted
- 150+ users interviewed
- A hands-on doer thriving in fast-paced teams

EDUCATION

Dankook University (Korea)

03/2010 - 02/2015

BA in Visual Communication Design

EXPERIENCE

TossBank

Mobile-first digital bank in Korea

Product Designer

02/2022 - 08/2025 (3yrs 7mos)

- **Led 0 → 1 design** for the Multi-Currency Account, achieving **650K sign-ups in the first month — 3.7 times faster** than the top competitor.
- Streamlined the identity verification flow by **diagnosing drop-off points** and conducting **user interviews**, raising **success rates by 19%**.
- Prototyped and optimized the loan approval flow with **A/B testing**, increasing **loan execution rates by 8%** and exceeding **thd team target by 7%**.
- **Built a scalable chatbot design system** from scratch, enabling wider adoption and reuse across the design team.
- **Owned user experience across multiple teams** (FX, Personal Loan, Identity Verification, Fraud Prevention, and Chatbot), **collaborating with Product Owners, Data Analysts, Developers, and Support teams**.

Sixshop

All-in-one web platform to build online stores

Product Designer

06/2021 - 01/2022 (8mos)

- Designed an intuitive **WYSIWYG web builder**, enabling merchants to build and manage online shopping malls.
- Launched a customizable review section based on **user research**, making **build time 8.2 times faster** and **lowering issues by 7%**.

Surfit

Chrome extension career platform

Head of Design & Co-Founder

05/2019 - 01/2021 (1yr 9mos)

- Identified user needs through surveys and interviews, launching Designer's Directory and a job-posting feature that connected companies with designers — scaling the platform to **3.6M daily visits**.
- Resolved engagement friction using Google Analytics and internal dashboards, applying **data-driven decisions**.

Union Pool

Online resale platform for secondhand clothing

Lead UI/UX Designer

04/2015 - 07/2018 (3yrs 4mos)

- **Led a design team** of three to build Unionpool, an online secondhand shop across mobile and web platforms.
- **Built a unified design system** for app and web, enhancing consistency and efficiency across products.

Checkup

B2B service for facility inspection workflows

UI/UX Designer

07/2014 - 02/2015 (8mos)

- **Designed a B2B SaaS platform** for facility and safety inspections, improving usability for enterprise clients.
- Delivered consistent visual design across print, app, and web platforms.

SKILLS & TOOLS

Data-Driven Decision
Metrics Optimization
A/B Testing
Agile Methodologies
Journey Mapping
Design Strategy
Usability Testing
User Interviews • Surveys
Wireframing
Prototyping

Design Systems
UI/UX Design
UX Writing
iOS, Android App Design
Web Design
HTML, CSS
Figma
Framer
Photoshop
Illustrator