

Woohee Byun

UX/UI Designer

Contact

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www.woohee.work

[Linkedin](#)

Education

New York Tech

M.A. UX/UI Design & Dev

SEP 2024 – MAY 2025

Penn State Univiersity

B.A. Advertising

B.A. Women's Studies

Certificate in Diversity Studies

AUG 2017 – May 2021

Skills

Design

Figma, Adobe CS, Protopie, Wireframing, Prototyping, IxD, AR/VR/MR Design, VUI, Chatbot, Design System

Research

Usability Testing, Data Visualization, Eye Tracking, Heatmap, A/B Testing, Landscape Analysis

Tech

HTML, CSS, Vibe Coding (Figma Make, Lovable), 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, MVP Oct '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.
- Led heuristic evaluation and usability testing of VR authoring tool website, identifying frictions and delivering UX recommendations.

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; delivered 10 prioritized recommendations to the client.
- Analyzed 5,000+ sessions via Microsoft Clarity to uncover scroll drop-offs, rage clicks, and checkout friction points – informing redesign proposals to reduce cart abandonment 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.