

RHO, YEON HEE (YENNY)

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UX DESIGNER

Accomplished, dependable professional with extensive experience in UX Design, machine learning, and product improvement. Independent thinker with proven track record of developing innovative technological solutions to complex problems. Success characterized by ability to work cross functionally implementing small and large-scope initiatives such as launching a new product in 200 countries. Known for strong work ethic and productivity while delivering superior products.

User-Centered Design | Design Thinking | Wireframing | Usability Testing | UX Design applying HW Limitation
Cross-Functional Team Leadership & Collaboration | Process Improvement | Crafting & Ideation

PROFESSIONAL EXPERIENCE

Amazon, Palo Alto CA

September 2022 – March 2023

Senior Product Designer | Design system, Shopping, Mobile

Improved consumer experience by revising the design system for 150 million customers across iOS and Android to shop efficiently using new technology under Agile sprint as an individual contributor.

- Organized workshops to validate design solutions and understand design history, resulting and generating additional user research for clarifying customer problems.
- Collaborated with researchers, PMs, and engineers to efficiently solve problems such as enhancing 3D interactions and optimizing user flows for initial setup.

Samsung Electronics, Seoul Korea

December 2006 – September 2022

Lead Senior UX/UI Designer | B2B, AR/VR, Healthcare, Mobile

Established design strategy and direction considering hardware(HW) limitation and schedule, building and developing the team and product design based on data. Performed design iteration according to stakeholder consultation and launched 7 consumer-faced products globally.

- Won internationally accredited iF (The world's top design awards) award for simple, ergonomic user-centered design, driving \$216M in sales.
- Led and mentored 5 juniors in user-centered design teams while contributing as an individual designer, ideating products from scratch, and improving features for influencing product design strategy while partnering with researchers, product managers, and engineers generating \$12T.
- Crafted usable digital interfaces, such as the connection between phone and VR device, VR apps and settings, defined basic interaction and components utilizing Figma, Sketch, Unity, and refined design considering HW limitations and accessibility, launched in 20 countries and selling 7M VR devices in the first quarter.
- Solved complex user problems related to difficulty identifying useful features by rebuilding the UI of mobile apps including the feature of AI-driven media curation increasing DAU (Daily Active Users) by 200%.
- Identified and analyzed inefficient workflow issues, proposing a solution that retained the technological constraints allowing enterprise users to enter the mobile payment market without additional cost or heavy learning curves. Filed for Class A patent.
- Collaborated with researchers, product managers, engineers, strategists, and cross-functional stakeholders in different time zones to understand technical, and business requirements optimizing overall performance and product launch results.

Usher Institute, Seoul Korea | Freelancer

January 2016 – December 2017

Lead UX/UI Designer & Researcher | Education, Web, SaaS

Single-handedly built an educational learning management website, digital transformation improving students' and staff's ability to focus on their work using the user-friendly computerized system, savings at least 3 hours per day.

Freelancer, Volunteer

July 2022 – Present

Lead UX/UI Designer & Researcher | Web

Revised webpage for a platform that connects learning to opportunities for women whose careers were interrupted by immigrating to the US, increasing active visitor usage by 120%

Initiated a UX training program for students helping them learn how to collaborate and deliver products on time.

EDUCATION & CREDENTIALS

Master of Science (MS), Technology Innovation (Equivalence of HCI) – University of Washington, Seattle, WA

Master of Science (MS), Cognitive Science – Yonsei University, Seoul, Korea

Bachelor of Engineering (BE), Computer Science – Sogang University, Seoul, Korea

AWARDS | PUBLICATIONS | PATENTS | VOLUNTEERS**PUBLICATION**

IEEE GHTC 2021: Demonstration of low-cost EEG system providing communication for patients.

ACM Petra 2021 conference: Methods of identifying touched areas have been wiped properly.

AWARDS

IF Design 2012 Gold design Digital X-ray medical device, XGEO GC80

PATENTS

US9760239B2 / US9003324B2/ KR101469520B1

Control device and controlling method thereof (Cited 61)

WO2013187663A1 / US20190259089A1 / US10311503B2 / KR102138609B1 / JP2019149167A / CN104364811B / EP2859521A4

User terminal device for providing an electronic shopping service and methods thereof (Cited 29)

US10157191B2 / WO2011021907A2 / KR101660271B1 / JP5791605B2 / CN102473304B / AU2010284736B2 / CN104063175B

Metadata tagging system, image searching method, device, and method for tagging gesture (Cited 28)

KR20140027029A / BR112015003536A2 / AU2013306625B2 / RU2015110261A

Apparatus and method for determining item based on interaction environment (Cited 15)

WO2019164092A1 / US20200410769A1 / KR20190101827A / EP3748473A1 / CN111742281A

Electronic device for providing second content for first content displayed on display according to movement of external object, and operating method therefor

WO2019103350A1 / US20200401213A1 / EP3705982A4 / KR20190058839A

Apparatus and method for adaptively configuring user interface

US20110193810A1 / KR20110092049A

Touch-type display apparatus, screen division method and storage medium thereof (Cited 8)

WO2013103187A1 / US20130173622A1 / KR101909127B1 / EP2801041A4

System and method for providing keyword information

KR20150046572A

Mobile communication terminal, battery cover, and payment method using the same (Cited 1)

KR20130126019A

User terminal apparatus and control method thereof

VOLUNTEERS

Mentoring junior UX designers, and students.

| [ADPList.org](https://adplist.org)

Mentoring, supporting immigrant women restart their careers

| [SimpleStepsc.org](https://simplestepsc.org)

Creating books for the visually impaired

| [Suwan City Library](https://suwan.org)

Translating braille books from analog to digital

| [Korean Braille Library](https://koreanbraille.org)