

Rho, Yeon Hee (Yenny)

UX/UI Designer

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15 years of experience as a UX designer delivered 7 projects as a lead in a cross-functional team. Passionate for problem-solving to make it easier for people to use tech and improve their lives.

SKILLS User-centered design, Prototyping, Wireframing, Usability testing

EXPERIENCE

Lead Senior UX/UI Designer | Mobile, AR/VR, Medical - *Samsung* | 2006 - PRESENT

- Won internationally accredited iF (The world's top design awards) award for simple, ergonomic user-centered design, driving \$216 million 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 to maximize design impacts, which has generated \$12 trillion in impact.
- Crafted usable digital interfaces, such as mobile OOB, VR apps, defined basic interaction and components utilizing Figma, Sketch, Unity, and shipped software design, sales 7 million VR devices in the first quarter.
- Solved complex user problems related to difficulty figuring out useful features through rebuilding UI of mobile apps which led to a 200% increase in DAU (Daily Active Users).
- Identifies and analyzes inefficient workflow issues, proposes a solution that retains the technological constraints that allow enterprise users to enter the mobile payment market without additional costs or learning curves, and has filed for a Class A patent.
- Collaborated with researchers, product managers, engineers, strategists, and cross-functional stakeholders in different timezones to understand requirements, opportunities.

Lead UX/UI Designer+Researcher - *Freelancer* | 2016 - 2017

- Built educational website as the only designer and researcher that let students and staff focus on their work efficiently using the computerized system under an Agile sprint.

EDUCATION

University of Washington, Seattle, WA

MS in Technology Innovation (equivalent to Human-Computer Interaction) Class of 2022

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 a 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

VOLUNTEER WORKS

Mentoring junior UX designers, students. | ADPList.org

Helping immigrant women re-employ. | SimpleStepscc.org

Creating books for the visually impaired | Suwan City Library

Translating braille books | Korean Braille Library