

David Yoon

New York, NY | 301-412-3396 | yhmdavid99@gmail.com | <https://linkedin.com/in/davidyoon-dsgn/> | <https://davidhyoon.com/> (Password: Capsule24)

Senior Product Designer

Product designer with experience designing and improving products. Impactful record discussing requirements with clients, planning user experience, collaborating with other team members, updating knowledge of technology trends, and listening to client feedback. Known for drawing, conceptualization, communication, teamwork, computer operation, and attention to details. Comfortable in fast-paced settings with ambiguous requirements and collaborative, customer-centric workspaces.

Areas of Expertise

Design Systems | Mockups | Information Architecture | Prototypes | Wireframes | Usability Testing | Competitive Analysis | Agile | User Research | Interaction Design | Service Design | Visual Design

Technical Proficiencies

Figma | Sketch | Adobe Creative Suite | Baymard Research | InVision | Zeplin | HTML/CSS

Experience

Verizon, NY

October 2024 – Present

Senior Product Designer

Spearheaded 2 audits on customer data tracking for a company-wide migration, enhancing user communication through insights from 25+ stakeholders.

- Engineered a unified matrix, streamlining practices across 3+ divisions and impacting 30M+ customers, driving long-term consistency.

Publicis Sapient, NY

July 2021 – August 2024

**Affected by reduction in force August 2024.*

Product Designer L2 (Walgreens)

January-August 2024

Introduced In-Store Mode to seamlessly integrate digital and in-store experiences and aim to increase MAU by 3% and loyalty members by 10%.

- Revamped high-traffic pages to optimize customer pickup, appointments, and checkout processes and increase purchases and coupon usage by 10%.

Product Designer L1 (BJ's Restaurants)

September 2022 – December 2023

Earned \$4.5M extension for full website redesign after conducting current state audit and roadmapping.

- Led Catering page redesign from fragmented menu items into one of the site's "largest successes" in under 2 months.
- Facilitated 2 Figma workshops to prepare 20+ stakeholders for feedback sessions 2-3x per week.

Junior Product Designer (Walgreens)

July 2021 – September 2022

Renewed an idle design system with 5+ disconnected tools to fully integrated complex system in 4 months.

- Designed over 65 components with variations for 6 device breakpoints and alternate use cases.
- Collaborated with development team and 3 accessibility experts to document over 150 guidelines for consistent WCAG 2.1 AA-AAA implementation.

Five To Nine, Remote

June – August 2020

UX/UI Design Intern

Managed over 15 user interviews and used insights to build new interactive account creation onboarding experience that increased retention and reduced idle time by 25%.

- Redesigned account management homepage and dashboard to relaunch site in less than 3 months.

LeanStudio, SF, CA

January – March 2020

Product Design Intern

Created new Testimonials page which increased user retention and clicks by 21%.

- Presented findings to over 45 designers in live- feedback session, delivering ahead of schedule.

Education

Bachelor of Science (B.S.), Product Design (HCPD) | Psychology Minor

Northwestern University, Evanston, IL

(<https://bit.ly/3Z3WiL5>)