

Work Experience	Walmart Data Ventures Senior Product Designer Jun '24 - Present Hoboken, NJ	- Led product strategy and end-to-end design for the agentic AI experience in Scintilla, a B2B data platform supporting billion-dollar retail decisions for Walmart merchants and suppliers. Natural-language analytics increased 30-day retention among new users by 23% and queries per weekly active user by 41%, while reducing use of comparable manual workflows by 32%. - Built and tested functional prototypes in production code, helping teams validate concepts with real users, align stakeholders, and reduce the gap between design and implementation. - Established the platform's AI design system strategy and contribution model, directly contributing production-ready AI components into Storybook for reuse, and creating guidelines for consistent AI patterns across 10+ product teams. - Spearheaded Scintilla Analytics 2.0, translating customer insights and platform gaps into a North Star vision that shaped the following fiscal year's roadmap. Launched flexible boards and sharing increased MAU by 42%, drove 79% repeat engagement, and achieved 3% premium conversion (~\$6.9M per converted account) in the first quarter. - Led Volt mobile app design across supplier in-store and driver workflows. Next Best Action contributed to a 16% reduction in unfulfilled item picks, while redesigned freight workflows increased weekly active drivers by 35% in six weeks. - Defined an AI-assisted design-to-development operating model for the design organization. Distributed AI-assisted coding guidelines and reusable AI skills that standardized workflows, enabling 50+ designers to move from prototype to implementation with less engineering support.		
	Devcra Product Designer Feb '23 - May '24 Remote, NY	Designed enterprise platforms and 0-1 design systems for major clients, partnering closely with engineering to ship complex workflows. Led product design for Samsung's repair service management platform for field technicians, GS Caltex's factory analytics dashboard for real-time anomaly detection, and Cordyline's AR retail app for visualizing customized furniture in space.		
	Walmart Data Ventures Product Design Intern May '23 - Aug '23 Hoboken, NJ	Architected a custom business hierarchy filter equipping users to slice dashboard data tailored to their unique business perspective. Delivered robust customization capabilities (save, edit, set default), resulting in a 24% increase in conversion rate and a 2.33x increase in average save usage per user.		
	NYU Langone Health UX Designer Sep '22 - May '23 New York, NY	Conducted user research with 16 patients and redesigned the virtual waiting room experience for online visits, translating wait time pain points into clearer, more reassuring interactions that increased user retention by 18%.		
	Lineup Founding Product Designer Aug '22 - Dec '22 Remote, NY	Led the end-to-end design strategy from concept to execution, delivering 40+ screens for a 0-1 sports player stock investing mobile application. Restructured the core trading user flow based on usability testing and A/B testing, successfully lowering the average time of trading by 62% and 64% increase in user retention rate.		

Education	New York University Master's in Interactive Telecommunications Program (ITP) • 2-year Tisch Scholarship Sep '22 - May '24 Brooklyn, NY	Pratt Institute Human-Centered Design Certificate Jan '22 - May '22 New York, NY	Dankook University Doctor of Pharmacy Mar '17 - Feb '21 Seoul, Korea