

Dani Shin

PRODUCT DESIGNER

Authorized to work in the US without sponsorship

(208) 603-8229

deshin.hi5@gmail.com

Linkedin | Portfolio

PROFESSIONAL SUMMARY

Senior Product Designer with 4+ years of experience specializing in scalable design systems and complex B2C/B2B/Enterprise solutions. Proven track record of delivering high-impact projects for global leaders such as Hyundai, LG, and SK, as well as fast-growing startups. Focused on optimizing user workflows and driving business value through strategic, data-informed design.

TECHNICAL SKILLS

- **Design & Strategy:** Web/App Design, UI/UX Design, Design System Architecture, Wireframing, Prototyping, User Research, Storyboarding, Information Architecture (IA), UX Psychology, Localization
- **Software & Tools:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), HTML/CSS

WORK EXPERIENCE

Product Designer

Sep 2024 - Oct 2025

Weglow (Seoul, South Korea)

- Led the redesign of the company's healthcare commerce ecosystem across four platforms: **Client, CRM, Admin, and Affiliate**.
- Identified a major drop-off point in the checkout flow and redesigned the payment step, **increasing checkout completion by 36%**.
- **Adapted UX/UI patterns for KR and US markets**, incorporating regional regulatory and user requirements.
- **Led cross-functional meetings with stakeholders and engineers** to align design specifications with technical feasibility and business objectives.

UI Designer

Aug 2020 - Aug 2023

Practical Sketch (Seoul, South Korea)

- **Hyundai (MY Genesis):** Engineered a unified design system and audited 100+ screens to ensure **100% visual consistency** across 5+ complex service categories managed by multiple designers.
- **S2W (Quaxar):** Redesigned a B2B CTI platform and, **based on user interviews**, simplified analyst support requests with an in-platform help feature, **reducing request time by about 25%**.
- **Reduced handoff time by 30%** across **9+ projects** by architecting a reusable component library and **mentoring 4+ junior designers** to ensure rapid adoption of standardized workflows

EDUCATION

Kyung Hee University

Mar 2015 - Feb 2020

(Seoul, South Korea)

- B.A. in Visual Design & Department of Culture, Tourism & Content (Double Major)