

JUNG KYU YANG

Head of Product and User Experience

JKY

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SUMMARY

Results-driven UX and Product Design Leader with a track record of driving business growth through user-centered design. Skilled in leading cross-functional teams, optimizing user experiences, and delivering data-driven solutions that improve conversions, retention, and revenue. Adept at building scalable design systems, integrating service design, and leveraging AI and personalization. Passionate about mentoring teams, fostering collaboration, and aligning design strategies with measurable outcomes.

EXPERIENCES

Head of UX and Product Design | DISH NETWORK (Boost Mobile Focus) | Telecommunication | (09/2024 - Present)

- Led UX design and research team, driving operational efficiency and innovation across the enterprise.
- Revamped design system, enhancing consistency and improving design to developer workflows.
- Developed UX strategies aligned with KPIs and OKRs, securing executive buy-in.
- Implemented A/B testing and personalized experiences, driving higher engagement.
- Streamlined e-commerce flows, improving conversion and activation rates.
- Improved onboarding and loyalty programs, reducing churn and increasing CLV.
- Introduced service design principles to enhance the user experience across the journey.

Independent Design Consultant | JKY DESIGN | Design Consultancy | (02/2024 - 8/2024)

- Conducted a UX audit for Chick-Fil-A's order app, reducing drop-off rates.
- Developed brand identity and e-commerce platform, boosting brand presence and sales.
- Designed and implemented a scalable fintech website with role-based access and secure file-sharing.

UX Lead and Manager | BUSINESS WIRE | News Media | (07/2022 - 01/2024)

- Oversaw a distributed UX team, doubling output through strategic planning and roadmaps.
- Modernized legacy products, improving scalability, design, and user experience.
- Created a design system across the portfolio, reducing design debt and ensuring brand consistency.
- Pioneered a self-serve AI product, opening new revenue opportunities.
- Iteratively refine features through user research and analytics.
- Led a website redesign, enhancing content findability and streamlining authoring capabilities.
- Designed a mobile app, enabling real-time customer and editor communications.

UX Director of Design | DEFINITION 6 | Digital Marketing Agency | (07/2021 - 07/2022)

- Enabled data-driven decisions through the establishment of the UX team of design and research.
- Secured the agency's largest contract through customer engagement and design strategy.
- Led long-term B2B/B2C e-commerce projects, resulting in scaling up of design team.
- Managed multiple projects at once across the omnichannel solutions.

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Senior Art Director | DEFINITION 6 | Digital Marketing Agency | (10/2009 - 07/2021)

- Directed creative vision for digital campaigns, including email, web, mobile, video, and social.
- Collaborated with cross-functional teams, driving end-to-end digital experiences.
- Spearheaded concept development and visual storytelling, enhancing brand presence across touchpoints.
- Designed brand identity systems and guidelines across digital and print.

Frontend Developer & Designer | INSWEB | Insurance Marketplace | (06/2008 - 9/2009)

- Developed intuitive UI/UX solutions, ensuring seamless experiences across platforms.
- Enhanced user engagement by designing interactive features that improved conversions.
- Implemented SEO and content marketing strategies, increasing site traffic and visibility.

SKILLS

Agency & Product Design | **Interaction Design** | **Usability Testing** | **Experience Mapping** | **Service Design** | **Information Architecture** | **Sitemap** | **Journey Mapping** | **User Flows** | **Wireframes** | **Hi-Fi Design Mockups** | **Rapid Prototyping** | **Agile Methodologies** | **Project Management** | **Emerging Technologies (AI/ML)** | **Brand Strategy** | **Digital Marketing** | **HTML, CSS, Javascript** | **Accessibility & Inclusive Design**

APPS & PROGRAMS

Figma | **Adobe Creative Suite (XD, Illustrator, Photoshop, Animate, Premiere Pro)** | **Adobe Experience Manager (AEM)** | **Adobe Magento** | **Invision** | **Balsamiq** | **MS Office (Word, Excel, PowerPoint)** | **WordPress** | **Drupal** | **WooCommerce** | **Umbraco** | **Hubspot** | **Sharepoint** | **Quantum Metric** | **Adobe Analytics** | **Jira** | **Confluence** | **Monday.com**

EDUCATION

University of Georgia, Graphic Design (Bachelor of Fine Arts)

CERTIFICATES

Google Data Analytics Professional
AI Fundamentals for Non-Data Scientists
Machine Learning for All
Behavior Architecture - Understanding Human Behavior

NOTABLE CLIENTS

American Heart Association | **Ashton Woods** | **Barnes & Noble** | **Beazer Home** | **Beam Livings** | **Belgard** | **Brown Integrated Logistics** | **Carter's** | **Chick-Fil-A** | **Clair's** | **Coca-Cola** | **Cox Media** | **Extended Stay Hotels** | **Finstro** | **Gables** | **General Electric** | **Georgia Pacific** | **HBO** | **La Quinta** | **Novartis** | **Rinnai** | **Rubbermaid** | **SAIA** | **Siemens** | **Verifone**