

HYUN AH (EUNICE) KANG

UX & Product Design Lead | AI-Driven Experience Strategy | Design Systems & Personalization

<https://www.eunicekang.design/>

Product Design Lead

February 2023 – March 2024

United Healthcare | Remote

- Led AI-driven UX optimizations for provider search, increasing engagement by 30% and NPS by 15% through personalized ranking models
- Defined data-based recommendation systems, improving workflow efficiency and task completion rates for internal and external users
- Partnered with engineering, product, and data science teams, to implement intelligent search and content personalization strategies
- Conducted competitive analysis, user interviews, and usability testing to refine data-driven UX frameworks

Senior Product Designer

August 2022 – February 2023

- Designed cross-device interactive workflows, improving conversion by 20% and reducing friction in multi-step processes
- Developed user research methodologies and iterative A/B testing frameworks to enhance task efficiency and accuracy
- Led UX workflow initiatives, optimizing end-to-end process efficiency for internal and external users

Principal User Experience Designer

Mar 2021 – August 2022

THE [RE]DESIGN GROUP | Hermosa Beach, California

- Developed UX strategies for B2B platforms, optimizing sales flows, status tracking, and operational dashboards
- Designed AI-powered onboarding tools, increasing self-service activation rates and reducing support dependency
- Aligned business goals with user experience by defining data-driven decision-making frameworks for product design

Senior UX Designer

January 2020 – Mar 2021

- Led product development for SaaS applications, prioritizing features based on qualitative and quantitative
- Designed admin dashboards and customer management tools, streamlining sales process and tracking

UX Designer

August 2019 – January 2020

- Created Figma-based design systems, ensuring consistency across multiple user touchpoints
- Created interactive wireframes, focusing on efficiency and accessibility for complex workflows

Freelance UX Designer

September 2018 – August 2019

Assistant General Manager | Sales Manager

June 2016 – September 2018

Governor Hotel, a Coast Hotel USA Property | Olympia, Washington

EDUCATION

BBA - Design and Management, User Experience

Parsons The New School for Design