Jaehyun (Jae) Hong

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PROFESSIONAL SUMMARY

Product Designer with 6+ years of **end-to-end design for products** where trust is critical. I start from how users actually behave, test ideas early with prototypes and experiments, and back decisions with user research, funnels, A/B tests, and support logs. I align PM, engineering, and compliance with prototypes I build in **Claude Code and Cursor**.

PROFESSIONAL EXPERIENCE

Toss Securities **Apr 2024 - Jun 2026**
Product Designer *Seoul, South Korea*

- **Shifted Discovery from recommending stocks to helping users save and revisit them** (a market calendar with AI summaries of market data, optional notes, suggestions from saved stocks); **visit-to-purchase conversion 8.8% to 15.2%, 7-day return rate +9%** over the period. **Over 80% of clicks** went to one section, the real-time chart of most-traded stocks. Features built from research on how users actually invest did not move purchases in experiments, except community. Interviews showed users wanted reasons to decide for themselves.
- **Cut account support inquiries** by ranking issues by users affected, support handling time, and build effort; urgent business or brand issues went separately, and compliance-heavy work ran in parallel. Moving the child account entry point to where a one-time survey's tap heatmap showed most users tapped **cut those inquiries 25%**. Reframing "locked" as identity verification, after interviewing 5 parents, and showing each age group's most common ID first **cut lock inquiries 52.2% (1,403 to 670/month)**.
- **Raised child account completion**, which lagged adult accounts, **from 39.8% to 57.4%**, and **first deposits from 43.7% to 63.4%**. Parents opened accounts on their children's behalf but typed each child's name and national ID number by hand, causing many errors, so I switched to automatic retrieval from family-record documents and verified the legal guardian with a second document. I aligned PM, compliance, and engineers around a prototype and resolved build items one by one.

SPC Group **Jan 2021 - Mar 2024**
Product Designer *Seoul, South Korea*

- **Increased Quick Pay registrations by 360% and new account sign-ups by 36%** by redesigning navigation so payment and account features are easier to find, while keeping the home screen for brand promotions. After testing showed card visibility alone did not drive transactions, designed daily challenges and cashback for the Lunch Money Challenge.
- **Designed a B2B delivery dispatch platform** on web and mobile for two user groups: store managers across SPC's brands and delivery drivers. Managers needed to know a driver was coming and to postpone pickup when an order was not ready; drivers feared taking the wrong order and wanted delays flagged early. A shared status timeline with ETA, full order contents, and driver contact kept both sides in sync.

Kakao Corp **Jul 2020 - Aug 2020**
UX Design Intern *Seoul, South Korea*

- Designed a chat-based routine assistant to explore a new business model inside KakaoTalk, where users set goals, track tasks, and build habits within chats; the design was **filed as a patent** (team project).

FRUM **Jan 2018 - Jul 2019**
UX Designer *Seoul, South Korea*

- Designed for SK Hynix (meeting room reservation system, mobile and web), Volkswagen (test-drive campaign, **2M impressions, 10.8K participants**), and Hyundai Motor Group (infographics for a digital publication).

EDUCATION

University of California Santa Cruz - USA **Sep 2026 - Dec 2027**
Master of Science (MS), Human-Computer Interaction

Konkuk University - Korea **Mar 2013 - Feb 2018**
Bachelor of Science (BS), Communication Design

SKILLS

Skills: Product design, UX design, Interaction design, Visual design, Mobile design, Prototyping, Design systems, Accessibility, User research, Usability testing, A/B testing, Product discovery, Information architecture, Cross-functional collaboration, Stakeholder alignment, Payments and digital brokerage, Account onboarding, Identity verification workflows, Compliance collaboration, AI-powered features, Figma, Cursor, Claude Code, Codex