

HYUN AH (EUNICE) KANG

UX Design Leader | Design Systems | Enterprise & Consumer AI-Driven Experiences

Portfolio: <https://www.eunicekang.design/> | LinkedIn: <https://www.linkedin.com/in/eunicehkang/>

User-centered product designer with 8+ years of experience leading design for scalable systems, enterprise software, and AI-powered consumer experiences. Specializes in developing modular Figma design systems, high-impact healthcare and finance platforms, and cross-functional alignment strategies. Adept at translating business complexity into accessible, elegant UX solutions.

Freelance Product Designer | Seattle Washington

March 2025 – October 2025

- Integrated AI tools (ChatGPT, UX Pilot) into early-stage design process to accelerate competitive analysis, generate research insights, and prototype early concepts
- Conducted market and competitor analysis to validate the core product idea, identify positioning opportunities, and inform product roadmap decisions
- Facilitated stakeholder workshops to align on the problem space, define user personas, and map out the MVP feature set using a human-centered design framework

Lead Product Designer | United Healthcare | Remote

February 2023 – March 2024

- Spearheaded AI/ML-powered reach ranking initiative, driving 40% increase in user
- Scaled enterprise design system governance to define tokens, accessibility standards (WCAG)
- Integrated user testing and data validation loops into product cycles to inform backlog prioritization and iterative design decisions

Senior Product Designer | United Healthcare | Remote

August 2022 – February 2023

- Designed scalable enterprise design systems and user flows across web and mobile platforms
- Integrated real-time insights and experimentation to improve usability and feature adoption
- Embedded inclusive design principles into product specs for accessibility across diverse user groups

Principal UX Designer | THE REDESIGN GROUP | Hermosa Beach California

Mar 2021 – August 2022

- Defined and executed 0–1 design strategy across B2B SaaS initiatives aligned with business goals
- Facilitated executive workshops to visualize product narratives and define innovation opportunities
- Led workshops and stakeholder design critiques to align product vision and accelerate delivery

Senior UX Designer | THE REDESIGN GROUP | Hermosa Beach California

January 2020 – Mar 2021

- Prototyped complex payment flows and logistics dashboards using Figma

UX Designer | THE REDESIGN GROUP | Hermosa Beach California

August 2019 – January 2020

- Built modular Figma design system components with detailed documentation for team-wide usage

UX Designer | Freelance | Hermosa Beach California

September 2018 – August 2019

Sales Manager | a Coast Hotel USA Property | Olympia Washington

June 2016 – September 2018

UX Designer | Motivate Design | New York New York

June 2014 – April 2016

EDUCATION

BBA - Design and Management, User Experience

Parsons The New School for Design