JAY MOON UX/PRODUCT DESIGNER

www.jmoon.work | jaymoon@andrew.cmu.edu | +1 (310) 427-1345 | U.S Lawful Permanent Resident

A curious and fearless product designer, I thrive on continuous learning and bold challenges, specializing in intuitive, cohesive experiences across multiple platforms and AI Assistant. I craft meaningful interactions that seamlessly integrate into everyday life, transforming complex technology into intuitive, engaging, and enjoyable experiences.

WORK EXPERIENCE

UX Designer | SAMSUNG ELECTRONICS, HeadQuarter, R&D Center | 01/2015 - 07/2024

- **SmartThings Pro – Building IoT B2B Solution**
  Redesigned the IoT dashboard for centralized energy management, enhancing efficiency and usability through new visual elements. Collaborated with engineering teams and launched the solution at InfoComm 2024.
- **SmartThings – Samsung Smart Home integrated Experience**
  Led 0-1 design for Smart Home UX, redefining SmartThings' structure & visual identity, driving 120M+ users (+61% YoY) and 500M+ downloads. Designed cross-device UX for 130+ IoT devices across TV, mobile, and home appliances. Conducted user research in collaboration with the global research team throughout each iteration.
- **Device Connection UX for SmartThings**
  Standardized UX for Samsung & 130+ third-party IoT devices, improving consistency & usability with an intuitive layout. Reduced connection failures by 20% and proposed new motion interactions with visual narratives.
- **Air Care Solution UX for Samsung Air purifier in SmartThings**
  Revamped the UI and structure by transforming complex air quality data into glanceable, actionable insights. Established SmartThings design system guidelines, improving clarity and usability by conducting A/B testing and contributing to Samsung Air Purifier sales growth amid a $9.24B to $13B market surge.
- **Bixby – Samsung AI Assistant**
  Defined Next Bixby's design principles and persona based on Market and User analysis, improving Bixby's brand perception through expert and user interviews. Designed AI assistant visual elements and voice indicators for multi-device interactions.
- **Smart Hotel Hospitality UX, collaborate with Shilla Hotel**
  Proposed optimized smart hotel room experiences across 5 service touchpoints. Conducted field research, expert/user interviews and designed UI prototypes for multiple interfaces, enabling seamless guest interactions.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA | 08/2024 - 05/2026
Master of Design in Interaction Design
Relevant coursework : Human-Robot Interaction, Human-AI Interaction, Responsible AI, AI Policy, Research Methodology
Ewha Womans University, Seoul, KR | 03/2010 - 01/2015
Bachelor of Art in Visual Communication Design and Minor in Psychology

SKILL

Design: Product Design, Interaction Design, Design research, Prototyping, Visual design, Data Visualization, Research Method, Design System, Design Strategy, Motion Design, System Design, User Analysis, Market Analysis, Storyboarding
Tool: Adobe CC, Figma, Sketch, Adobe Aero, Bezi, Blender, VoiceFlow, Framer, Miro, Python, HTML, CSS

AWARDS

- **2024 CMU UX Hackathon, First place :** Human connection in digital age
- **2023 IF Design Award, Winner:** SmartThings, Visual Experience of device connection
- **2021 Good Design Award, Winner:** SmartThings Air & Energy solution Home environment control
- **2020 IF Design Award, Winner:** SmartThings 2.0, Home IoT application
- **2014 I.F Design Award, 2013 Spark Design Award, Finalist:** COMBI, Smart robotic vacuum cleaner
- **2013 SAMSUNG Design Convergence Design Award:** FoodLink for the sustainable food life