

JAY MOON UX/PRODUCT DESIGNER

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8+ years UX designer specializing in cross-platform ecosystems, simplifying complex workflows into cohesive end-to-end experiences and human-centered AI agent interactions.

WORK EXPERIENCE

Product Designer, CISCO, Security Design Team, US

05/2025 - 08/2025

- Mapped policy workflows across 4 core ZTNA products (Duo, Firewall, ISE, Secure Access) to analyze how policies are created, managed, and enforced to expose fragmentation and unify core concepts.
- Synthesized findings from 20+ SME interviews, NIST guidelines, and existing UX research to develop five future-state concept models for Cisco's Universal Security platform, unifying policy creation.
- Identified opportunities for agentic AI to streamline policy workflows and reduce operational complexity.

UX/Interaction Designer, SAMSUNG ELECTRONICS, R&D Center, KR

01/2015 - 07/2024

SmartThings – Integrated Smart Home Experience

- Led 0 to 1 design concept of SmartThings app, integrating Samsung's and 130+ IoT devices into a single platform.
- Drove system-wide updates to information architecture, component patterns, and visual language, supporting growth to 120M+ users (+61% YoY) and 500M+ downloads.
- Built a cross-device design system and a scalable control plugin pattern for third-party extensibility and consistency.

Bixby – AI Agent Experience

- Conducted qualitative and quantitative research to improve human–AI interaction and emotional engagement.
- Defined next-gen AI design principles & persona, enhancing AI agent perception through 6 experts and 90+user interview (US+KR) research with user VOC(CN+EU).
- Created visual and voice interaction cues supporting multi-device AI agent experiences.

IoT B2B Solutions for Smart Building & Hotel Hospitality

- Redesigned centralized energy management dashboards, enhancing information hierarchy and visual clarity to reduce admin workload and ease onboarding; showcased at InfoComm 2024.
- Designed multi-touchpoint smart business hotel experiences across tablets, large displays, and smart speakers, leveraging new device platforms to optimize guest interactions.

EDUCATION

Carnegie Mellon University,

08/2024 - 05/2026

Master of Design in Interaction Design

Ewha Womans University,

03/2010 - 01/2015

Bachelor of Fine Art in Visual Communication Design,
Minor in Psychology

SELECTED AWARD

2026 Kynamatrix Research

Network Grant: Trust-building design strategies for seamless human-AI interaction

2025 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

PATENT

Electronic Device and Method for Controlling Application that Controls Home Appliance (US 19/213,572)

2025

Display Panel with a Graphical User Interface Icon (USD1003943S1)

2023

SKILLS

UX Design, Interaction Design, Human-Centered Design, Cross-Device UX, Cross-Platform Ecosystems, Experience Design, AI Agent interfaces, Smart Home UX, Conversational Interfaces, Cybersecurity, Enterprise Workflows, Design research, Prototyping, Data Visualization, Design System, Design Strategy, System Design, Vibecoding, GenAI