Jay Moon

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UX designer with 8+ years designing cross-device experiences. Specialized in end-to-end product design, scalable design systems, and human-centered multimodal AI agent interactions.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA (08/2024 - 05/2026)
Master of Design in Interaction Design

Ewha Womans University, Seoul, KR (03/2010 - 02/2015)
Bachelor of Fine Art in Visual Communication Design, Minor in Psychology

WORK EXPERIENCE

Product Designer, Security Design, Cisco US (05/2025 - 08/2025)

- Mapped end-to-end policy workflows across 4 ZTNA products (Duo, Firewall, ISE, Secure Access), identifying gaps in IA, terminology and workflows to reduce fragmentation.
- Synthesized 20+ SME interviews, NIST guidelines, and UX research into five future-state concept models for Cisco's Universal Security Platform, unifying policy management.
- Identified agentic AI opportunities to streamline policy workflows and reduce complexity.

UX/Interaction Designer, Design Center, Samsung Electronics KR (01/2015 - 07/2024)

SmartThings – Integrated Smart Home Experience

- Led 0-to-1 design concept for SmartThings, integrating Samsung and 130+ IoT devices into a unified, multi-device platform.
- Drove system-wide redesign of information architecture, component/pattern library, and visual hierarchy, scaling to 120M+ users (+61% YoY) and 500M+ downloads.
- Built a cross-device design system and scalable control plugin pattern to support third-party extensibility while maintaining design consistency.

Bixby – AI Agent Experience

- Led cross-team alignment to define Samsung's AI agent's design principles and translate it into a scalable cross-device UX system across mobile, TV, and home appliances.
- Defined Bixby's next-gen persona and visual identity through research (6 expert interviews, 90+ user interviews across US+KR, VOC from CN+EU), translating insights into actionable guidelines.
- Designed scalable system-feedback patterns and visual indicators to clarify voice agent states and improve usability across devices.

IoT B2B Solutions – Smart Building & Hotel Hospitality

- Redesigned enterprise dashboard workflows for centralized energy management, improving information hierarchy, and admin efficiency; showcased at InfoComm 2024.
- Designed multi-touchpoint hospitality UX across mobile, tablets, large displays, and smart speakers.

SELECTED AWARDS

Kynamatrix Research Grant: Trust-building design strategies for seamless human-AI interaction (2026)
CMU UX Hackathon, First place: Human connection in digital age (2025)
iF Design Award, Winner: SmartThings, Visual Experience of device connection (2023)
Good Design Award, Winner: SmartThings Air & Energy solution Home environment control (2021)
iF Design Award, Winner: SmartThings 2.0, Home IoT application (2020)

PATENTS

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

Design: Product Design, Interaction Design, Information Architecture, Wireframing, Cross-device UX, Design Systems, Design Strategy, Human-AI Interaction, Conversational AI, Voice UI, Rapid Prototyping, User Research, Usability Testing, Accessibility
Tools: Figma, Adobe Creative Suite, Sketch, Framer, ProtoPie, HTML/CSS, VS Code