



SUMMARY

I thrive in ambiguity, enjoy solving complex challenges, and always look for the human perspective, whether mapping systems, facilitating workshops, or guiding strategy. With 4 years consulting for Fortune 500 clients in insurance, retail, and automotive, I specialize in qualitative research, systems thinking, and future-state visioning. I integrate AI into design workflows to streamline insights, ensuring technology always serves real human needs.

EXPERIENCE

Service Designer

Harmonic Design

Nov 2024 – Present

- Clarified the problem space for a Fortune 500 insurer, enabling focused product strategy. Developed caregiver archetypes, co-facilitated workshops, and delivered a minimum viable service now in market testing.
- Guided the team in using AI to speed up research and insight generation.
- Led design, UX, and architecture for the MVS.
- Navigate team dynamics and multi-stakeholder environments with professionalism and empathy. Co-facilitate workshops and help teams find clarity and common ground.

Associate Service Designer

Harmonic Design

Aug 2022 – Nov 2024

- Collaborated on ecosystem mapping for a Fortune 500 retailer, building an 11-actor, 97-step experience map that surfaced 21 handoffs and 16 pain points. Supported a 4-day workshop and improved cross-department communication, informing a 4-year transformation roadmap and service evolution map.
- Synthesized insights from 25 stakeholder interviews across 11 functional groups. Built a product data touchpoint inventory in Airtable to track actors, pain points, and data flows.
- Delivered service blueprints and evolution maps for a Fortune 200 automotive retailer. Co-authored a guidebook to help the client use the service blueprint independently.

LEADERSHIP & COMMUNITY

VP of Operations

Service Design Network (SDN)

2025 – Present

- Oversee chapter operations including programming, member engagement, and event production for the professional service design community
- Build connections across practitioners and organizations to grow the regional human-centered design ecosystem

SKILLS

Service Design

Service blueprinting · Ecosystem & experience mapping · Evolution mapping · Journey mapping · Archetype development · Future-state visioning · Service innovation · Organizational transformation

AI & Tools

AI-augmented research workflows · Generative AI integration · Airtable · Figma · Miro · Notion · Astro · Tailwind CSS

Research & Strategy

Qualitative research · Stakeholder interviews · Synthesis & insight generation · Design strategy · Opportunity workshops · Multi-stakeholder facilitation · Concept validation

Languages

English — native
Korean — native
Spanish — basic

EDUCATION

Savannah College of Art and Design (SCAD)

Graduated 2022

B.F.A. in User Experience Design · Minors in Service Design & Graphic Design

Summa Cum Laude · Dean's List 2018-2022

SELECTED RECOGNITION

- Red Dot: Communication Design Award
- IDEA Finalist
- European Product Design Award — Top Design 2020
- Indigo Design Awards — Gold · Silver · Bronze
- Rookie Awards 2021 Finalist