

Su Kyeong Ku

Product Strategy & Design
San Francisco, CA

(415) 582-6249

mint@cucumbermint.com

Cucumbermint.com

linkedin.com/in/cucumbermint

CORE COMPETENCIES

Enterprise UX & Product Strategy, Cross-Team Collaboration, Design Thinking, Design Sprint, Lean UX, Product Development & Strategy, Agile, Requirements Gathering, Service Design, Heuristic evaluation, Competitive analysis, User Journey Mapping, User Stories, Wireframe, Storyboard, Persona, Rapid Prototyping, Usability testing.

TECHNICAL PROFICIENCIES

Figma, Sketch, Invision, Mural, Miro, UXPin, Balsamiq, Abstract, Adobe Creative Suite, Zeplin, CSS, Confluence, Jira, HTML5, JQuery

EDUCATION & CERTIFICATION

SEPTEMBER 2019

Enterprise Design Thinking Practitioner
IBM

SEPTEMBER 2007

Certified Usability Analyst
Human Factor International

JULY 2006

Contextual Design Training
inContext Enterprises

DECEMBER 2000

**Bachelor of Science,
Telecommunication, Multimedia and
Applied Computing**
California State University Monterey Bay

PROFESSIONAL AFFILIATION

Member of BayCHI

Member of CUA Central

Certified Trainer for CT Summation

PROFESSIONAL SUMMARY

Seasoned and forward-thinking Principal UX Designer with over 15 years of success in designing and leading enterprise-scale experiences across data platforms, eCommerce, Machine Learning systems, and SaaS tools. Specializes in interaction design, data visualization, and system thinking for high-scale B2B/B2C solutions. Proven track record across leading tech companies like Amazon, StubHub, and emerging startups – delivering vision, execution, and measurable results. Skilled in strategy, stakeholder alignment, and mentorship with measurable results in product adoption, team scaling, and platform unification.

EXPERIENCE

PricerQX – San Francisco, CA Principal Product Designer

FEBRUARY 2023 - PRESENT

- Lead UX strategy and product vision for Inventory Automation Technology in the \$22+B resale market for both near-term deliverables and long-term roadmaps while optimizing the customer journey outcome by 75%.
- Translate complex business and user requirements into functional design acceptance criteria and iterative feature development.
- Designed Machine Learning workflow that improved efficiency in inventory and pricing operations by 172%.
- Drive workflow automation initiatives, reducing manual inputs by 55% and significantly increasing user task speed and satisfaction
- Build and maintain the in-house design system, from low-fidelity wireframes to high-fidelity UI, incorporating design thinking workshops, usability testing, and C-suite feedback loops.
- Establish UX processes that streamlined design-to-dev handoff, enabling a successful Alpha-to-Beta launch in just 4 months.

Amazon - San Francisco, CA Sr. UX Designer – Data Platform

OCTOBER 2020 - JANUARY 2023

- Developed UX roadmap and design strategies for Amazon data platform, emphasizing compliance, governance, security, and usability.
- Facilitated cross-functional Design Thinking Workshops to unify 30+ fragmented data products into a centralized user experience hub that enabled 2,123 internal teams to broker and exchange 2.38+ Exabyte of Amazon data-driven business.
- Streamlined the UX of highly technical, jargon-heavy tools to be accessible to non-specialist users without sacrificing functionality.
- Managed and coached a team of 3 designers; mentored 6 junior designers across design maturity, stakeholder alignment, and research practices.
- Partnered with product leadership to align user experience with business strategy, designing KPIs across three major analytics platforms

StubHub - San Francisco, CA Sr. User Experience Lead - Enterprise Applications

JANUARY 2017 - JUNE 2020

- Directed the design vision for Strategic Supply, B2B, and B2C business, aligning with \$11.6M OI revenue opportunity.
- Delivered a UX roadmap for cross-border trade workflows, enabling \$130M in international supply revenue.
- Led the design of the StubHub API Partner Program, improving partner satisfaction by 15% and boosting B2C sell-through rates by 28%.
- Championed cross-functional collaboration across 5 product teams to ensure inclusive, cohesive enterprise experiences.
- Mentored a team of UX Designers while maintaining design standards and evolving the enterprise design system to match consumer site quality.

Kibo Software - Petaluma, CA Sr. User Experience Designer & Information Architect

SEPTEMBER 2012 - DECEMBER 2016

- Defined UX for Omni-channel commerce platforms integrating eCommerce, POS, and order systems.
- Led mobile strategy for Save the Sale and Endless Aisle use cases; boosted eCommerce traffic by 269%.
- Designed B2B and B2C merchandising management tools with Google universal analytics.
- Conducted journey mapping, stakeholder workshops, and style guideline audits to scale design quality.

CT Summation Wolters Kluwer - San Francisco, CA User Experience Design Lead

JANUARY 2006 - JULY 2010

- Led UX for award-winning SaaS litigation support tools used by 100K+ legal professionals.
- Designed and executed wireframes, flows, mockups, and prototypes for next-gen releases.
- Created foundational design system and guidelines to unify experience and drive future scalability.
- Contributed to 6 Law Technology News Fold Award wins.

Summation Legal Technologies - San Francisco, CA User Interface Engineer

MAY 2001 - DECEMBER 2005

- Led UI engineering initiatives using AJAX, CSS, XML/XSLT for early Web 2.0 development.
- Conducted customer interviews and implemented UX improvements based on direct feedback.
- Advocated for consistent UI patterns and cross-functional design standards across product and marketing
- Piloted team of developers through iterative prototyping from concept to launch.