Su Kyeong Ku

Product Strategy & Design

San Francisco, CA



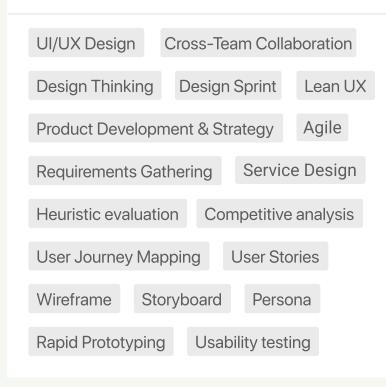
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CONNECT

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CORE COMPETENCIES



TECHNICAL PROFICIENCIES



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

EXPERIENCE

O FEBRUARY 2023 - PRESENT

PricerQX - Las Vegas, NV Principal Product Designer

- Lead UX direction and strategies for Inventory Automation Technology in \$22+B resale market for both near-term deliverables and long-term roadmaps while optimizing the customer journey outcome.
- Establish UX procedures to ensure cross functional team collaboration and product quality and streamline design-todevelopment process that helps Alpha to Beta product launch in 4 months.
- Create Machine Learning workflow including seller business onboarding, pricing templates, optimization, and automation that increased efficiency in managing pricing by 72%.
- Manage the designs, prototypes, and wireframes of a complex and highly regulated ecosystem of products and services to support early concept, design thinking workshop, user testing, and C-level internal feedback loops.

OCTOBER 2020 - JANUARY 2023

Amazon - San Francisco, CA Sr. User Experience Designer

- Owned a UX roadmap and strategy through user journey mapping to identify pain points and opportunities of managing Amazon data platform and applications with solutions that focus on compliance, governance, security, integrity, and cost efficiency.
- Promoted design culture through Design Thinking Workshops to drive 30 products into single product hub that enabled 2,123 internal teams to broker and exchange 2.38+ Exabyte of Amazon data-driven business.
- Simplified jargon-intensive data products to form agnostic user-centered products working with 9 PMTs while managing 3 designers, and mentoring 6 junior designers.
- Translated business strategic goals into measurable KPIs for 3 analytics tools while defining, gathering, and documenting user requirements for 8 personas.

JANUARY 2017 - JUNE 2020

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

- Responsible for defining and driving the future of complex Enterprise ecosystems for Strategic Supply for B2B, B2C business with \$11.6M OI revenue opportunity in 2020.
- Delivered a UX vision for cross-border inbound workflow along with a plan for design evolution that actualized \$130M total international supply in 2019.
- Designed StubHub API Program, which increased Partner Satisfaction by 15% and improved B2C Sell Thru by 28%.
- Built strong relationships with stakeholders inside and outside of 5 separate product teams to efficiently implement user experiences that are cohesive, inclusive, and well-informed.
- Mentored a team of UX Designers; led creative and holistic design thinking process across functional team members during diverse product and platform releases.

SEPTEMBER 2012 - DECEMBER 2016

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

- Created integration plans with product managers to complete Omni-channel commerce platform that connects eCommerce,
 Inventory & Order Management System, and Mobile Point of Sale.
- Owned the Omni-Touch Point of Sale user experience that enables Save the Sale and Endless Aisle by creating Mobile strategy and defining Responsive Design framework, which increased 269% in eCommerce traffic.
- Defined user journey map by defining the behavioral stages and aligning customer goals on each touchpoint.
- Designed optimized site management experience for B2B and B2C merchandisers with Google universal analytics.
- Presented design strategy and roadmap to the Product Council and senior leadership team of clients.
- Conducted style guideline audits to maintain consistent design efforts, and responded to an evolving portfolio of business initiatives using best practices in agile methodology.

JANUARY 2006 - JULY 2010

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

- Led product design for SaaS project, the recipient of 6 Law Technology News Gold Awards and litigation support applications used by over 100,000 legal professionals.
- Spearheaded product design planning for future releases collaborating with internal and external stakeholders.
- Constructed sketches, storyboards, Wireframes, user flow, mock-ups, prototypes and gathered functional requirements.
- Improved the UX design process with style guidelines and design patterns.
- Collaborated with architects, engineers and other designers to ensure consistency across product user interfaces.

MAY 2001 - DECEMBER 2005

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Summation Legal Technologies - San Francisco, CA User Interface Engineer

- Conducted customer interviews to elicit customer feedback on existing products and implemented solutions.
- Managed and enhanced user experience with advocating, implementing consistent design with style guide throughout the product and marketing team.
- Piloted team of developers through rapid iterative design from initial concept through to successful launch.
- In charge of architect, implementing, and maintaining AJAX, CSS, XML/XSL/SLT of Web 2.0 Development and graphic design.