Heigi Jeong

sayheytoheigi.com
gleamwtr@gmail.com
www.linkedin.com/in/heigi

HIGHLIGHTS

- Proactiveness to lead projects with a focus on identifying root problems and providing certainty to the team through the creation of in-depth frameworks and design plans

- Natural collaborator who strategically balances the needs, concerns, and priorities of each team member to build a solution that aligns with common goals

- Actively fosters strong team relationships by implementing effective practices for cross-team communication, including collaboration with stakeholders to drive improvement in productivity

EXPERIENCE

Neo Financial — Senior Product Designer
Oct 2022 – Present

- Led the architectural update of the loyalty program, driving business partnership expansion and creating new channels for a potential acquisition of **6 million users**

- Developed a comprehensive roadmap with product managers, aligning design initiatives with business objectives and optimizing resource allocation, resulting in **reduced time-to-market by 20%**

- Nurtured and mentored junior designers, progressively exposing them to diverse projects of varying scale and complexity, while providing clear guidance and hands-on support to expand their skills

Geotab — Product Designer
Jun 2022 – Oct 2022

- Restructured the user flow for compliance tasks in a mobile app, catering to the needs of **3 million users across 40K global companies** and increasing the **task completion rate by 40%**

- Created and maintained a mobile design system, implementing consistent interaction patterns and visual language across multiple products and platforms

- Initiated the adoption of mobile-centric design practices, showcasing how Geotab's mobile experience could be optimized for scalability and scannability to improve user engagement

LOE — UX/UI Designer
Oct 2019 – Nov 2020

- Led the successful launch of an event management mobile app, establishing a highly profitable revenue stream and **increasing company growth by 60%**

- Facilitated workshops with stakeholders to promote open discussion on project priorities, transforming ambiguous concepts into a unified vision and objectives

- Leveraged usability testing to validate design decisions, harnessing user feedback to drive iterative enhancements and deliver an optimized user experience

EDUCATION

Bachelor's Degree, Visual Design
Yonsei University

Diploma, Multimedia Design and Development
Humber College

PUBLICATION

- Spot Red Flags from UX Interviewers and Find Your Right Fit ↗
- 5 Powerful Tips for International Students to Start Off a Career in UX ↗
- What I Learned from LinkedIn Networking as an Entry-Level UX Designer ↗

SKILLS

- Systems Thinking
- Design Roadmap
- Information Architecture
- Design System
- Wireframing
- Prototyping
- Visual Design
- Interaction Design
- Competitive Analysis
- A/B Testing
- User Interview
- Journey Mapping