

SUMMARY

Product designer who founded and ran a dessert brand for 2 years and 2 months (58% repeat-visit rate, POS data) and currently leads data-driven brand renewal as an F&B Brand Director (200–300% dessert sales growth). My case studies demonstrate the full validation process, from problem definition to usability testing – and I work AI-native, building everything from research synthesis to prototypes and case studies directly with Claude and generative visual tools.

EXPERIENCE

Weekend Greenwich – Brand Director (Freelance) Mar 2026 – Present

- Own the full brand renewal (menu, packaging, pricing) – introduced Toss POS to digitize operations and built a monthly revenue-review cadence
- Data-driven menu restructuring (retiring items selling under 10/week; fixed + guerrilla lineup) grew dessert category sales 200–300%
- Ran two department-store pop-ups – proposals, vendor coordination, and production scaling

Wizzy Bakeshop – Founder 2022 – 2024

- Founded and ran a dessert brand for 2 years 2 months – sole operator from product development to customer experience
- Weekly 70% fixed / 30% rotating menu system achieved a 58% repeat-visit rate (POS data)
- Spotted gift demand → package redesign created pre-order demand for seasonal gift sets

Shoot Shoot Penguin – Product Designer 2026 – In development · Side project

- Two-person team with a backend developer – led end-to-end design of a two-sided platform automating guest-player recruiting for amateur basketball: product planning, IA, UX/UI, design system, developer handoff
- In development; first closed beta upcoming

CASE STUDIES

- BingX AI Master – Redesigned an AI trading decision flow · SUS 88 (n=5)
- Operator – AI HVAC decision-support system for small business owners · SUS 76 (n=5) · KPI measurement design

All cases: wizzy-lime.vercel.app

EDUCATION

- Blossom UX School (UK) – Product Design (UX/UI) Bootcamp · 624 hrs – end-to-end curriculum incl. user research, HCI & usability methods, prompt engineering
- Mokpo National Maritime University – B.S. in Navigation Science · Class of 2025

SKILLS

UX/UI – Figma · FigJam · Design System · Prototyping

Product – IA · User Flow · KPI Definition · MoSCoW/2×2

Business – POS data analysis · Cost & pricing design · Retail distribution (dept. stores, vendors)

Research – User Interviews · Usability Testing (SUS) · Affinity Mapping · Thematic Coding

AI Workflow – Claude (Code/Cowork) · Prompt Engineering · Generative Visuals

Language – TOEIC 840 · TOEIC Speaking AL