

# Riwon Kwon

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Product Designer with 3 years of experience across **social impact, healthcare, and metaverse**, specialized in user research and systems design. I craft compelling user experiences that boost engagement, retention, and feature adoption by focusing on empathy-driven narratives.

## WORK EXPERIENCE

### InBody USA | Healthtech firm specializing in body analysis, B2B

Oct 2023 - Nov 2024

UX/UI Design Intern

Cerritos, CA

#### 1. InBody University | MVP of body composition training LMS SaaS platform

- Led the redesign of an LMS, resolving organizational friction by synthesizing stakeholder insights across Sales and C-level leadership.
- Diagnosed a manual registration bottleneck and designed a UPS-integrated automated flow, saving 60+ monthly labor hours while boosting data accuracy and integrity.

#### 2. InMotion | MVP of a fitness challenge management SaaS platform

- Led the design and MVP launch of a B2B fitness management platform, collaborating with key stakeholders to address trainer disengagement through Jobs-to-be-Done (JTBD) and behavior-driven design.
- Crafted a motivational SaaS platform, integrating story-driven challenge tracking dashboards and LLM-powered task generation to drive a 10% increase in trainer adoption and operational efficiency.

### Lifesta co. | Metaverse and Web3 Startup, B2C

Sep 2021 - Jun 2023

Product Design Lead

Seoul, Korea

#### 1. D:RUN | Move-to-Earn Marathon App

- Engineered the core UX strategy, driving a 233% increase in active users (1.5K → 5K+) within two months through research-driven gamification and flow optimization.
- Streamlined the wallet flow and localized copy to reduce entry barriers for non-tech users through market research and user interviews, showing a 10% increase in user understanding.

#### 2. Actively | Social Metaverse App

- Led the design and full-cycle development for a location-based metaverse platform, integrating Mapbox and Unity to create a seamless, gamified AR experience, increasing user engagement and session time.
- Built a scalable design system with 100+ reusable components, ensuring consistent and high-quality design across mobile and web platforms and reducing development time and design debt.

## OTHER PROJECTS

### Chess Community Building Project | Community

Jul 2025 - Current

Product Designer, Community Planner

Seoul, Korea

- Established a chess community fostering meaningful offline connections. Designed the brand, website, and outreach strategy, resulting in over 200 attendees at meetups that lowered social barriers and promoted engagement.

### Local Universe: Gamified Community Revitalization Project | Kakao Tech for Impact, B2C

Jun 2025 - Dec 2025

Product Design Lead

Seoul, Korea

- Led the design of a map-based AR game that encouraged check-ins in rural areas through gamified, meaningful tourism—revitalizing underrepresented regions in collaboration with a local cooperative.

## EDUCATION

### Sookmyung Women's University

Feb 2022

B.F.A. Visual & Media Design, Minor in IT Engineering

Seoul, Korea

## Awards

### K-Hackathon | Software Education Innovation Center Director's Award

Sep 2021

- Recognized for prototyping a caring doll system using Arduino and a companion app for elderly care.

### Korean Creative Industries Idea Competition | Cultural Heritage Foundation Award

Sep 2021

- Honored for an AR-based Korean language learning application, integrating cultural heritage and education.