

Seja Kwon

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Apr 2025–Present

Product Designer – Coddi Travel Planning App

Partnering with a cross-functional team (product manager, developer) to build a collaborative travel platform, facilitating the end-to-end design process from conceptualization to execution.

Leveraging user research and data to design a seamless experience for groups to collect inspiration and generate optimized itineraries using integrated AI, ensuring clarity and global scalability.

Designing complex user flows for real-time collaboration, allowing multiple users to contribute and edit single trips simultaneously, prioritizing intuitive interactions and accessibility.

Aug 2023–Apr 2025

Contract Product Designer – Nexon Games

Led UX for flagship mobile redesigns and high-growth innovations in AI and Web3, transforming complex business requirements into simple, elegant product solutions. Improved Marvel Machine flow, boosting CTR by 17% and monthly revenue by 30% through iterative testing, data analysis, and close collaboration with engineering and product stakeholders. Delivered scalable, user-centered solutions within an agile environment, effectively managing trade-offs between technical constraints and customer value.

Jan 2022 - Feb 2023

Product Designer – Peacock (NBCUniversal)

Designed end-to-end UX for high-stakes live sports events, including the FIFA World Cup and Super Bowl, delivering innovative mobile and TV experiences for a global audience. Collaborated in agile sprints with research, engineering, and product teams to improve feature usability and ensure design cohesion across large-scale design systems. Articulated design rationale to cross-functional peers and leadership, facilitating sessions to align project goals with user needs and technical feasibility.

Aug 2021 - Oct 2021

UX Design Intern – Swanned Dating App

Conducted user research and usability testing to identify feature opportunities for a new group dating experience, translating insights into actionable product strategies. Delivered high-fidelity prototypes and storytelling assets that informed product direction and MVP planning for mobile platforms.

Sep 2020 - Jan 2021

Freelance Web Designer – Bluebell Inc.

Designed and launched a responsive B2B fashion e-commerce site on Shopify, translating business goals into a user-friendly UI that supports scalable retail growth. Supported product marketing by creating visual assets aligned with brand identity and customer experience standards.

Education & Skills

Sep 2016–Apr 2019

Art Center College of Design – Pasadena, CA

Graphic Design

Skills: Figma (Advanced Prototyping), FigJam, Sketch, Photoshop, Illustrator, InDesign, After Effects, UX/UI Design, Large-scale Design Systems (Base), Interactive Prototyping, Brand Storytelling, Mobile & TV UI, Cross-functional Collaboration, Global Localization, User Research & Usability Testing, Data-Informed Design.