

GAHEE LIM

Senior Product Designer

Complex Systems & Visual Craft | Human-Centered AI & Generative AI | Consumer + Professional Products | Subscription & Lifecycle
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SUMMARY

Senior product designer with 6+ years across multi-persona B2B and enterprise systems, generative AI and human-in-the-loop design, consumer-facing mobile and connected hardware, and subscription billing and lifecycle platforms. Background in runway fashion design at The Row, Calvin Klein, and Thom Browne before software.

EXPERIENCE

Zuora — *Senior Product Designer (previously Product Designer)* Aug 2022 – Present · New York

0→1 design strategy for a complex, multi-persona product within Zuora's subscription billing and lifecycle management platform, reframing a prior UI-level effort into a system-level solution serving individual contributors, operations managers, and auditors across web and mobile surfaces.

- **Five tools became one.** Consolidated fragmented workflows into a unified system of record, reducing a core lifecycle management process from ~2 hours to ~8 minutes (~15x improvement).
- Led field research on user trust with generative AI in high-stakes environments. Findings reframed the team's AI direction: design the transparency layer, access permissions, and regulatory-grade audit foundation first, AI capability second. Measurable lifts in willingness to adopt automation when system reasoning was inspectable.
- Currently designing how AI agents access information, propose actions, and participate in human-in-the-loop review and approval flows across web and mobile, including interaction patterns for agent-to-human handoff, uncertainty surfacing, and consequential-action confirmation.
- Prototype in code with Cursor and Claude (LLM-based) to validate AI features, personalization patterns, and edge cases before engineering investment. Storytelling and high-fidelity prototypes used to align Product Management, Engineering, and executive leadership; interaction standards I established have been adopted by adjacent teams, shaping how the organization introduces AI to enterprise clients.

Zephra — *Product Designer, First Design Hire* Dec 2020 – Aug 2022 · New York

End-to-end UX/UI design for a no-code subscription and lifecycle management SaaS platform serving editorial and content publishers (Wall Street Journal, New York Times, New York Post, Forbes, GoPro). Contributed to Zephra's \$44M acquisition by Zuora.

- Designed a two-sided product balancing publishers and consumers: operator-facing configuration tools for non-technical marketing and editorial teams, plus the consumer-facing subscription storefronts those operators built across web and mobile reader surfaces.
- Reframed engagement collapse (16 → less than 1 monthly interactions) from a UX problem to a dependency problem. Shipped a three-layer architecture (Style Guide with design tokens, Interface Library, Forms Builder) that distributed decision-risk by user expertise.
- 20% engagement lift in 3 months. NPS +8. Time-to-publish marketing experiments: weeks → hours. Closed 5 enterprise renewals (>\$100K ARR each) at the wire.
- Built the design systems foundation (auto layout, components, variants, design tokens) that became the framework for two further builders shipped after acquisition.

Redscout (Client: Hatch Sleep) — *Product Designer, Contract* Dec 2021 · New York

Consumer-facing product design for a connected sleep device and its companion iOS and Android app, where physical hardware and digital experience had to feel like one product.

- Designed home screen, Routine tab, and a net-new Breathing Light concept extending the brand into an embodied bedtime ritual. Conducted usability testing across core consumer journeys; collaborated with brand and strategy partners on end-to-end positioning.

EDUCATION

M.F.A. and B.F.A., Parsons School of Design, New York, NY

SKILLS

Design & Systems: Interaction Design, UX/UI Design, Visual Design, Information Architecture, Design Systems, Content Strategy, Prototyping, User-Centered Design Methodologies, Storytelling, Wireframes, High-Fidelity Mockups

AI & Emerging: Generative AI, LLMs, Agentic UX, Human-in-the-Loop Design, AI Trust Infrastructure, Personalization, Responsible AI, Human-Computer Interaction

Product & Strategy: 0→1 Product Strategy, Systems Thinking, Cross-Functional Leadership, Field Research, Leading Design Projects, Subscription & Lifecycle Management, Multi-Persona Products, Privacy & Access Controls, Regulatory Design

Tools: Figma (auto layout, components, variants, variables, design tokens), Cursor, Claude, Framer, Notion