

sohee cha

senior product designer

soheecha.com

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New York, NY

With over 6 years of UX experience, 8 years of graphic design experience, and a background in cognitive psychology, I blend human-centered design principles with a deep understanding of user behavior. I specialize in end-to-end product design, design systems, and responsive interfaces that not only drive measurable user and business impact, but bring delight.

experience

Senior Experience Designer, Think Company

Feb 2024 – Present / Full-time / Remote

- Led initiative to restructure the Xfinity Mobile team's design system and source of truth to reduce design inconsistencies and streamline collaboration workflows across product, dev, and design teams.
- Redesigned the learning platform for F.A. Davis for both instructors and students, helping to modernize and pivot the publishing company towards e-learning.
- Mentors and onboards mid-level designers, and supports candidate interviews at Think Company.
- Other key clients include Otsuka Pharmaceutical, Meevo (spa management software), and Trust for Public Land (nonprofit).

Experience Designer II, Think Company

Oct 2021 – Jan 2024 / Full-time / Remote

- Designed for a responsive and accessible application for Comcast Xfinity, which launched to 30,000+ users. User adoption reached 200% in the first month (exceeding business goals by 2.8x) and in-pulse survey feedback averaged 3.8/5 in the first week (surpassing the target of 3+).
- Key features owned: payments, installment plans, and a scalable UI library for the knowledge base.

UX Designer, The Inside (e-commerce)

Mar 2020 – Oct 2021 / Freelance / Remote

- Led the full website redesign including the checkout flow, and built a design system to drive responsiveness, visual consistency, and alignment across the brand and dev teams.
- Redesigned the product detail and category landing pages in collaboration with a UX contractor, resulting in a 172.5% increase in conversion rate, surpassing the business target by 73.8%.

UX Designer, EMH Physical Therapy (health & wellness)

Apr 2019 – Dec 2019 / Freelance / New York, NY

- Designed a mobile app (Android & iOS) and owned the process end-to-end—from stakeholder interviews to lo- and hi-fidelity wireframing, prototyping, SUS usability testing (through which we scored in the 83rd percentile), and detailed user flows and a design system.

Graphic Designer, Freelance

Sep 2012 – Feb 2020 / USA, Germany, Korea, Remote

- Designed visual assets for clients in industries including nonprofit, marketing, performing arts, healthcare, and public relations.

Graphic Designer, Mission Capital (financial services)

Jun 2014 – Sep 2017 / Full-time / USA, Germany, Korea, Remote

- Delivered over 400 design projects each year in a fast-paced environment with analysts, originators, and startup EquityMultiple.

education

University of Pennsylvania

Bachelor of Arts in Psychology

Minor in Communication Design

2010 – 2014 / Philadelphia, PA

Designlab

UI Design

UX Research & Strategy

Sep 2019, Oct 2017 / Remote

skills

UX/UI design, product design, visual design, design systems, documentation, wireframing, prototyping, usability testing, ADA compliance, WCAG compliance, user research, interaction design, information architecture, content strategy, graphic design

tools

Figma, FigJam, Sketch, Airtable, JIRA, Confluence, ClickUp, Adobe CC, Final Cut Pro

languages

English, Korean, Spanish, Portuguese, HTML & CSS