

sohee cha

senior product designer

soheecha.com

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New York, NY

With over 7 years in UX and a background in graphic design and 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.

ux experience

Senior Experience Designer, Think Company

Feb 2024 – Present / Full-time / Remote

- Led and assisted client workshops to define business needs; created design concepts to visualize and validate ideas for the product's future state and strategy.
- Led initiative to restructure a design system and source of truth to reduce design inconsistencies and streamline collaboration workflows across product, dev, and design teams.
- Mentors and onboards mid-level designers, and supports designer candidate interviews for the company.
- Key clients include Xfinity Mobile, Otsuka Pharmaceutical, Meevo (spa management software), Trust for Public Land (nonprofit), and F.A. Davis (learning).

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 / Mar 2020 – Oct 2021

The Inside (e-commerce) / Freelance / Remote

- Led the full website redesign and built a design system to drive responsiveness, visual consistency, and alignment across the brand and dev teams.
- Under a UX lead, the redesign of the product detail and category landing pages resulted in a 172.5% increase in conversion rate, surpassing the business target by 73.8%.

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

mobile/web design, visual design, design systems, wireframing, prototyping, documentation, ADA compliance, WCAG compliance, usability testing, user research, interaction design, information architecture, workshop facilitation, competitive analysis, impact mapping, mentorship

tools

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

languages

English, Korean, Spanish, Portuguese, Italian (learning)

ux experience (cont'd)

UX Designer, EMH Physical Therapy (health & wellness)

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

- Led end-to-end design for a mobile app on pelvic pain treatment. Owned every stage of the design process, including user research, usability testing, and prototyping.

other experience

Before UX, I was a graphic designer, psychology research volunteer, and biology lab intern, among others. I took a year-long career break before deciding to pivot into UX.

These years were deeply formative—I traveled to over 20 countries and pushed my boundaries as a solo-traveler; learned to adapt and thrive in uncertain and novel environments; and I broke bread with and worked alongside people from various backgrounds, disciplines, and cultures.