

RHEA HONG

PRODUCT DESIGNER

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Senior UX/UI & Product Designer with 10+ years of visual and graphic design experience, 8+ years in UI design, and 5+ years in UX research and product design across web and mobile platforms. Skilled in translating complex systems—including Web3, emergency response, enterprise security, gaming, and automotive tech—into intuitive user experiences. Experienced in leveraging AI-powered tools to accelerate ideation, streamline workflows, and enhance prototyping quality. Strong in design systems, interaction design, and cross-functional collaboration. Proficient in Figma, Framer, and building accessible, scalable interfaces aligned with product and business goals.

SKILLS

Product Design | Figma, Framer, Adobe, Miro, Wireframing, Prototyping, Interaction, Design System

Responsive Design | Web, iOS, Android

Accessibility | WCAG, A11y

User Research | Interviews, Usability Testing, Journey Mapping, IA

AI-Assisted Workflow | AI Ideation, AI Prototyping, Workflow Automation

Technical & Collaboration | HTML/CSS, Developer Handoff, Agile, SaaS, B2B/B2C

WORK EXPERIENCE

Lead Product Designer

Dec 2024 – Present

Biyard

Remote

- Designed **end-to-end governance flows** enabling **token-gated voting** and proposal execution, improving clarity and action accuracy across decentralized Web3 experiences.
- Built **contributor dashboards** that increased engagement by simplifying reward visibility and participation flows.
- Conducted **usability testing** to refine onboarding and improve decentralized product comprehension.
- Developed a **lightweight, modular design system** for Web3 products, standardizing UI patterns for wallets, governance actions, and contributor-facing tools.

Product Designer (Contract)

Oct 2024 – Jan 2025

Gentle Dental Care of Rochester

Newyork, US

- Led a **full rebrand and website rebuild**, creating a new logo, visual identity, and modernized domain structure.
- Redesigned **site architecture and navigation** to clarify services and streamline patient appointment paths.
- Built and deployed a **responsive web experience** using HTML/CSS and Figma prototypes, improving accessibility and patient usability.
- Supported marketing efforts by preparing **branded presentation and pitch materials**.

Product Designer (Contract)

Aug 2024 – Nov 2024

Sybor Tech

Texas, US

- Designed **mission-critical dashboards** for first responders and mission commanders, visualizing **real-time IoT sensor clusters**, hazard indicators, and environmental telemetry to improve situational awareness.

- Created **role-based workflows** for commanders, responders, drone pilots, and sensor operators, aligning tactical decisions with **Ardupilot/QGCS** flight-control data.
- Developed **responsive large-screen Ground Control Station (GCS) interfaces** integrating IoT, camera feeds, safety overlays, and telemetry widgets for faster emergency decision-making.

Design Lead & Senior UIUX Designer
Raon Secure

Dec 2017 – Feb 2023
South Korea

- Directed UX for **authentication, blockchain, and security platforms**, enhancing usability across complex enterprise environments.
- Built and managed a **large-scale enterprise design system** covering authentication flows, identity verification, and reusable security components.
- Conducted **user research and behavioral analysis** to validate high-security workflows.
- Delivered **enterprise UX** for clients including **Samsung, eBay, Hyundai**, and government agencies under strict compliance and accessibility requirements.

UIUX Designer (Contract)

Netmarble, Play Studio, Kona I, True in Soft

Aug 2016 – Sep 2017
South Korea

- Designed **mobile game UI and in-game graphic assets**, creating intuitive interaction flows and visually engaging player experiences.
- Built and improved **web interfaces, landing pages, and dashboards**, supporting feature updates and long-term design maintenance.
- Developed **brand-aligned visual elements** and interaction patterns across multi-client projects to ensure coherent UI across platforms.

Design Manager & UIUX Designer
MTOV

Jan 2014 – Apr 2016
South Korea

- Led UI/UX design for **smart vehicle interfaces**, including infotainment systems, **OBD2-based car management apps**, and early autonomous-driving support features.
- Created **end-to-end product interfaces**—from wireframes to production UI—improving driver clarity, safety, and real-time vehicle monitoring.
- Produced **interactive prototypes, demo apps, and conference booth visuals** for global automotive partners and technical showcases.

EDUCATION

Bachelor's Degree in Visual Design <i>Academic Credit Bank System, South Korea</i>	Feb 2024
Associate Degree in Visual Design <i>Baekseok Art University, South Korea</i>	Feb 2010

LICENSE & CERTIFICATE

Generative AI: Introduction and Applications <i>IBM</i>	Nov 2025
Generative AI: Prompt Engineering Basics <i>IBM</i>	Nov 2025
Generative AI: The Future of UX UI Design <i>IBM</i>	Nov 2025
Start the UX Design Process: Empathize, Define, and Ideate <i>Google</i>	Dec 2022
Foundation of User Experience (UX) Design Certification <i>Google</i>	Mar 2022
Art Teacher's License <i>Ministry of Education, Science and Technology</i>	Feb 2010