contact: shizsihyang@gmail.com
portfolio : www.selinayun.com

Selina Yun

Product Designer with 3+ years of experience across AI, healthcare, B2B, B2C, and B2B2C products. I turn complex systems and constraints into simple, measurable flows — from a conversational AI to a hospital platform running 300,000+ checkups a year.

Experience

Viva Innovation — Product Designer

Healthtech · AI · B2C / B2B2C / B2B

Seoul | November 2023 – August 2026

AI Chatbot 'Kindoc AI' Conversational AI, 0→1

- Managed end-to-end product lifecycle — from initial planning to QA.
- Designed frictionless conversational UX by aligning AI logic with user intent.
- Implemented 'Follow-up Observation Report,' a premium feature connecting AI insights to monetization.

B2B2C Platform 'Good Doctor' Conversion & Growth

- Led high-level conversion funnel optimization — streamlined the authentication-to-payment journey.
- Achieved +15% Registration Rate and +12% Repeat Purchase Rate through data-informed iterative design.

Kangbuk Samsung Hospital Complex Systems

- Designed a double-sided platform managing 300,000+ annual health checkups.
- Transformed complex medical questionnaires into an intuitive reservation-based chat UI flow.
- Ensured system scalability and advanced Information Architecture (IA) through collaboration with hospital administration.

Enterprise Solutions CMS / PMS / Admin, Design Systems & AI Workflow

- Created an atomic design system.
- Collaborated closely with engineers to collect their requirements and conduct design system reviews.

Shinhan CubeOn — Product Designer

Fitness · Subscription commerce

Seoul | April 2023 – June 2023

AI Home Fitness 'Howfit' Conversion Rate Optimization

- Led iterative design improvements targeting the purchase funnel for AI home fitness products.
- Improved Conversion Rate (CVR) by redesigning entry points from content detail pages to payment.

Skills

Product

UX research · Usability testing · Information architecture · Conversational UX · A/B testing · Conversion optimization

Design

Figma · Prototyping · Design systems · Visual design & typography · Adobe CC · Blender

Build

HTML / CSS / JS · Astro (built my own portfolio) · AI-assisted design workflow (Claude)

Education

March 2016 – March 2021

YONSEI UNIVERSITY
BA Communication Design & French Literature

Languages

Korean: native
English: working proficiency

Awards

August 2018

3rd place, TFAA Advertisement @Korea Investment & Securities

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Experience (continued)

AI Home Fitness 'Howfit' A/B Testing & Retention

- Identified high-performance UI patterns through A/B testing and aligned them with business KPIs.
- Achieved +10% User Retention within the subscription model.

AI Home Fitness 'Howfit' Design System

- Managed a UI component library to ensure visual consistency across rapid product updates.
- Reduced design-to-development handoff time.

Wisely Company — UX/UI Designer, Intern

D2C commerce

Seoul | December 2021 – March 2022

Design System Overhaul — Scalability Foundational Design

- Established the company's first comprehensive UX/UI foundation.
- Created a reusable component library — reduced UI production stages by approximately 40% for new feature launches.

Component-Driven Architecture

- Documented reusable UI patterns so new screens could be built from shared components instead of one-off designs.