Marion Jun

Product Designer · AI-Native · Design Strategy

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SUMMARY

Product designer with 3 years of experience designing AI products, B2B SaaS, mobile apps and websites for 30+ client brands across a wide range of industries, from fintech to e-commerce. I partner with AI, directing and refining its work, while owning the problem framing and every decision that ships.

EXPERIENCE

HeyBoss Technologies – Design Lead *New York, NY (Remote) | Jan 2025 – Present*

- Drove ~75% client growth by leading new-client pitches and setting design direction with clients, while building and mentoring a team of designers through Agile design reviews that keep design quality consistent.
- Defining the MVP of a 0-to-1 AI marketing platform by turning 10 user interviews and a competitive analysis of 10 tools into product priorities, core user flows and a campaign performance dashboard.
- Established an evaluation framework for the platform's AI-generated visuals with a 10-question rubric, turning subjective feedback into measurable criteria engineers used to test every iteration.
- Increased a payments client's lead conversion from 0.9% to 3.4% and reduced bounce from 71% to 44% by redesigning its landing page around a single value proposition and building campaign-specific landing pages, informed by funnel and behavior analytics.
- Cut website delivery time by ~50% by interviewing designers on their tool use and pain points, benchmarking AI design tools on brand fidelity and standardizing a team-wide AI-assisted design workflow.
- Enabled ~2x client capacity with no new hires by building a token-based, multi-brand design system of 250+ components, cutting website build time by ~40%.
- Shipped 20+ responsive client websites by turning each business goal into clear information architecture and conversion paths.

Color Street – Graphic Designer (Product Design), Contract *New York, NY | Jun 2024 – Aug 2024*

- Addressed falling logins by shifting an iOS/Android sales app from a data dashboard to a goal-oriented experience, restructuring the home screen's information hierarchy around each user's targets and validating it with usability testing.
- Created a cohesive, scalable user experience across the app by establishing the mobile design system before screens were designed, giving designers and engineers shared, reusable components.
- Shifted the app from passive to proactive engagement with mobile-friendly engagement features, grounded in contextual research with users at the company's national conference.

TIRTIR – Web Design Intern *Seoul, South Korea | Sep 2023 – Jan 2024*

- Lifted purchase conversion of a beauty brand from 10% to 27% on Amazon and 1.9% to 4.8% on Shopify by finding an audience mismatch in age-segmented funnel data and repositioning content for potential buyers.
- Scaled the repositioning into a persona-driven content system across Amazon A+ content, product pages and the US Shopify storefront, A/B tested before full rollout; the cushion line hit #1 best-selling foundation on Amazon.

EDUCATION

Parsons School of Design – BFA Communication Design *New York, NY | Aug 2019 – May 2023*

- Merit Scholarship Award, Dean's List · Parsons CodeLab, Parsons KISP

Yonsei University – Summer Study Abroad, Media Studies *Seoul, South Korea | Jun 2022 – Aug 2022*

SKILLS

Product & UX: UX research, user interviews, usability testing, personas, journey mapping, competitive analysis, user flows, information architecture, wireframing, prototyping, interaction design, data visualization, design systems, design reviews, responsive design, accessibility (WCAG)

Data & growth: Funnel analysis, conversion optimization, A/B testing, behavior analytics

AI: AI-assisted design workflows, AI output evaluation, Claude, Claude Code, ChatGPT, Figma Make, MCP

Tools & code: Figma, Storybook, Adobe Creative Suite, Jira, WordPress, HTML/CSS, JavaScript, GitHub, VS Code