Rachel Yoon

UX/Product Designer

San Francisco, CA (Open to relocation)
rachelyoon0131@gmail.com
linkedin.com/in/rachelsyoon
rachellys.design

SUMMARY

UX/Product Designer specializing in AI and B2B SaaS. I bring clarity to complex workflows and design trust-sensitive AI interactions that turn ambiguity into intuitive, scalable experiences by combining detail-oriented execution, speed under pressure, and strong collaboration with engineers and PMs.

EXPERIENCE

Founding UX/UI Designer

at Jigo AI — AI-powered Contract Analysis SaaS

SEP 2023 - MAR 2025, REMOTE(US)

- Built the design foundation from 0→1, leading end-to-end UX/UI and collaborating cross-functionally to launch early product releases adopted by 100+ business users.
- Redesigned the AI contract analysis experience after behavior analysis and interviews, reducing cognitive load and shifting feedback from negative to consistently positive.
- Designed an onboarding simulation that mimicked contract upload and AI analysis to build trust and demonstrate value upfront; it became the most-used entry point.
- Designed and prototyped a real-time AI simulation to replace static loading, collaborating with the engineer on feasibility to build trust and keep users engaged during long waits.
- Created reusable patterns and specs in Figma for dynamic AI outputs, states, and errors, ensuring clarity across edge cases and laying the foundation for a scalable design system.

Product Designer

at Ceeya — AI-powered Personal Branding SaaS

JUL 2023 - SEP 2023, SAN FRANCISCO, CA

- Designed and launched Ceeya's first mobile MVP in 2 months, enabling solopreneurs to grow their audience with AI-suggested articles and branded images; showcased at TechCrunch Disrupt.
- Prototyped and presented design concepts to the CEO, Head of Design, and engineers, aligning stakeholders quickly and accelerating product direction decisions.

Product Design Intern

at Lenme — Peer-to-Peer Lending FinTech

MAR 2023 - SEP 2023, REMOTE(US)

- Overhauled the ID verification flow in a platform serving 615k+ users after diagnosing a system-level issue and working within technical constraints, making the process clearer and reducing the risk of late-stage failures.
- Redesigned the ID barcode scan step after researching causes of user drop-offs; clarified UI interactions and guided engineering toward the right backend fix.
- Collaborated with marketing to redesign the Offer page with clearer hierarchy and urgency cues, guiding user decisions and supporting affiliate conversion goals.

EDUCATION

MA Interaction & UI/UX Design

Academy of Art University

DEC 2022, SAN FRANCISCO, CA

BA Business Administration

Chonnam National University

AUG 2016, SOUTH KOREA

SKILLS

Design

Systems Thinking

Information Architecture

Workflow Optimization

Interaction Design

UX Research

Research Synthesis

Usability Testing

Rapid Prototyping

Mobile Design

Responsive Design

TOOLS

Figma

ChatGPT

NotebookLM