

Leah Ryu

San Jose, CA, US
US Green card

Experienced UI/UX Designer and Design Project Manager with over 8 years of experience in diverse corporate settings.

www.leahryu.com/work
*password : 5560

Mobile: +1 (628)-488-7448
E-mail: leah.ryu.11@gmail.com

Education

Royal College of Art / Imperial College London

Innovation Design Engineering
MA / MSc | 2013 - 2016

I obtained a double master's degree from the globally top-ranked Royal College of Art and #13-ranked Imperial College London in Innovation Design Engineering. My projects, recognized by figures like Boris Johnson and companies like Unilever, received awards and acclaim.

Hongik University

Product Design
BA | 2007-2012

I studied Product Design at Hongik University, South Korea's premier institution for art and design. In acknowledgment of my academic achievements and contributions to the field, I was awarded the Merit Scholarship for two years.

Competences & Skills

Comprehensive expertise in product design, UX/UI and hardware design.

Product discovery
Business analysis
UX research
User testing
Customer journey mapping
Information architecture
Wireframing
Prototyping
B2B, B2C Marketing

UI design
Illustration
3D Modelling
Interaction design
Design system
Design sprints
Workshop facilitation
A/B testing
AI Tech Patent

Figma
Sketch
Invision
Adobe CC
ProtoPie
Rhino 3D
Notion
Jira
Slack

Experiences

Mobile Web UX/UI

OfferHour, Inc.

Founding, UX/Interaction Designer
04 2023 - 04 2024 | San Jose, CA

As lead designer at OfferHour, I directed the design process for our app, shaping user experiences and **UI components/design system** using **Figma** for **iOS/Android**. I also managed **Stripe integration for account connections and payments**. Additionally, I oversaw website design for restaurants and users, as well as created marketing materials and social media designs.

Mobile Web UX/UI

Samsung Electronics America

Senior UX Designer (Contract)
02- 04 2023 | Mountain View, CA

Specialize in redesigning **eCommerce interfaces and checkout processes**, with a focus on carriers and payment options to boost sales. Collaborate with a team, including a design manager and junior designer, to improve the company's **design library/design system using Sketch and Invision**.

VR/ AR Mobile UX/UI H/W

Remorph Co., Ltd

Co-founder, Product Design Lead
Apr 2021- Dec 2022 | Seoul, Korea

In 6 months, I spearheaded **MetaRise VR, revolutionizing in-vehicle experiences for autonomous vehicles with XR infotainment**. Leveraging Oculus Quest 2, we crafted the RealMeta Engine using Figma, Unity, and Adobe CC, securing 1 tech patent and 1 trademark. Specializing in **3D content, UX/UI design, user testing, research, fundraising, and team building, I led the charge to redefine the future of transportation**.

Mobile UX/UI Desktop Effects

KineMaster Inc.

Lead UX Designer, Design PM
Apr 2020 - June 2021 | Seoul, Korea

Developed **video editing apps for mobile (iOS, Android) and desktop (PC, Mac), launched globally in 17 languages**. Our apps garnered **500+ million downloads and 50+ million monthly active users**. Utilizing tools like **Sketch - managing design system**, Google Slides, and ProtoPie, I spearheaded UX projects, collaborating with 50+ developers to enhance the user experience.

VR/ AR Mobile UX/UI H/W

FluxPlanet Inc.

Product Design Manager (Contract)
Feb 2019 - Feb 2020 | Seoul, Korea

Designed visual elements for human avatars, emphasizing facial expressions through a 3D/4D capture system, incorporating FACS/Blendshapes. I also created AR avatars for fashion shows, **Samsung's mobile AR avatar projects**, and merchandise applications, bringing them to life with tools like Marvelous Designer, Wrap3, and Unreal, and presenting them on life-sized hologram displays.

VR/ AR

Raytheon Technologies

VR Designer / Director (Contract)
Oct 2018- Jan 2019 | Seoul, Korea

Led the development of a **VR employee training program for Chevrolet dealers at GM Korea**, resulting in a 1/3 reduction in training costs. Introducing the first-ever use of standalone VR for new car marketing education in GM was a pioneering effort in 2018, contributing to a unique and successful initiative.

VR/ AR Mobile UX/UI H/W

DoubleMe Inc.

Art Director
Mar 2017 - Aug 2018
| Seoul, London (UK)

Led a project developing **Holographic Human Vehicle Interfaces (HHVI) for a Mixed Reality platform in Connected and Autonomous vehicles**, including a new holographic display (HoloTube) for HoloDash (www.holodash.io). The project, funded with 1 million USD by IITP, Korea, resulted in three HCI papers in the UK and Korea.

Design Thinking UX/UI

SAP

Innovation Fellowship - Team lead
Oct 2016 - Dec 2016
| Seoul, Palo Alto, Berlin, Heidelberg

Based at SAP App Haus in Korea, as a team leader, I conducted workshops focusing on **design thinking** and implemented user-centered practices in collaboration with the SAP DCC locations at Palo Alto, CA, Berlin, Heidelberg in Germany.

Acknowledgement

London Mayor's Low Carbon Entrepreneur Award, Finalist London | June 2014

Reddot concept design award Singapore | Oct 2012

iF Universal design award & Consumer favorite award Germany | Feb 2013

Sports Innovation Exhibition, Toronto Design Museum, Canada | July 2015

Holographic Information System, The future of in-car experience? | HCI Korea, WASET UK, EVA London 2018

Technology Patent : Method and device for generating 3D metaverse contents for metaverse implementation in moving vehicles. | Korean Intellectual Property Office · Jul 2023