Leah Ryu
Product Designer

Senior Product Designer specializing in enterprise and AI-driven systems, with 8+ years crafting scalable, accessible platforms. Led 0→1 UX launches at Uber for Business, including Catering, Meal Plans automation, and Elite premium travel experiences. Expert in systems thinking, research-driven strategy, and high-polish interfaces. HCI author and tech patent holder.

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Location
Oakland, California, US

Experience

Jan 2025 –
Product Designer,
Uber Technologies Inc.
San Francisco, CA, US

Designed and delivered core enterprise experiences leveraging AI for Uber for Business (U4B), including **Meal Plans, Catering, Profile Switch, and Elite travel tools**—transforming fragmented workflows into scalable, enterprise-grade systems.

- Led end-to-end UX for Uber's first **Catering** product, launching 0→1 experiences across **Eaters, Admin/Owners, and Merchants**, establishing scalable foundations for group ordering and enterprise food programs as well as B2C users.
- Built multi-admin governance, **AI-assisted recurring Meal Plan automation**, and template-driven ordering flows, reducing admin overhead while improving operational reliability.
- Led UX strategy, design, and **launch of Elite, Uber's premium enterprise ride experience**—defining high-end business travel standards while improving compliance, clarity, and usability for corporate riders.

Apr 2023 – Apr 2024
Founding Product Designer, Co-founder
OfferHour, Inc
San Jose, CA, US

OfferHour is a food-ordering platform optimizing restaurant promotions through time-sensitive discounts, **helping SMBs drive sales.**

Building a startup from scratch, running team of 6, **I identified friction points in B2B transactions and user onboarding. The absence of an integrated payment solution and a seamless user experience hindered customer retention.**

- Integrated Stripe payments, reducing transaction friction and increasing **B2B conversion rates from 1% to 20% within 2 months.**
- **Led the end-to-end design and launch of the iOS and Android app**, simplifying order flows and reducing customer support queries by 25%.
- Developed a scalable design system that improved development efficiency, accelerating product iterations.

Feb – Apr 2023
Sr. UX Designer
Samsung Electronics America
Mountain View, CA, US

Samsung.com faced **declining conversion rates due to a complex and outdated checkout process**. With tight deadlines, I collaborated across global teams to deliver a responsive, high-performing eCommerce experience.

- Led a UX overhaul of Samsung.com's eCommerce interfaces, **improving usability and reducing checkout friction.**
- Redesigned payment workflows, increasing user conversions.
- Worked with cross-functional teams in the US and India, ensuring seamless execution under aggressive timelines.

Apr 2021 – Apr 2022
XR Design Lead, Founder
Remorph Co., Ltd.
Seoul, Korea

Remorph developed XR infotainment solutions for autonomous vehicles, innovating immersive in-car experiences.

In an emerging market for **XR in-vehicle infotainment(IVI)**, adoption was hindered by user discomfort and lack of compelling content. I tackled this by designing an optimized VR engine and leading business development efforts.

- **Developed a VR engine that reduced motion sickness by 50%, securing a tech patent.**
- Grew open beta adoption to 2,000 MAUs, demonstrating strong early traction.
- Secured 6 enterprise contracts in 6 months, working with cross-functional teams, and business owners, raising fundings to scale development.
- **Started from sole founder, grew and managed the teams up to 9 in 1 year**

Apr 2020 – June 2021
UX Designer
KineMaster, Inc.
Seoul, Korea

KineMaster is a widely used mobile and desktop video editing platform with over 600 million downloads and 50+ million monthly active users worldwide. **Despite its popularity, the app's UX had become inconsistent across platforms and lacked the scalability needed to support its growing global user base.**
To address this, I led the **UX design across mobile (iOS, Android) and desktop (Windows, Mac), focusing on cross-platform consistency, ease of use, and localization for 18+ languages**.

- Spearheaded the redesign of core editing workflows, improving usability for both novice and pro users.
- Built and maintained the design system using Sketch, Google Slides, and ProtoPie, enabling scalable, cohesive UI implementation.
- Collaborated closely with 30+ engineers, delivering detailed UX specs and aligning agile development cycles across multiple teams.

Feb 2019 – Feb 2020
Product Design Manager
FluxPlanet, Inc
Seoul, Korea

FluxPlanet pioneered AR avatar technology, integrating 4D capture for interactive digital experiences.

The challenge was to increase engagement and commercial viability of **AR avatars within entertainment and fashion applications for Samsung Android smart phones.** I designed and deployed solutions in collaboration with **Samsung R&D in HQ, Korea Telecom, and Shinsegae Inc.**

- Designed Face AR features leveraging 4D capture technology.
- Developed AR avatars showcased in high-profile fashion shows and consumer apps, expanding brand visibility.
- Enabled **successful integration into Samsung's mobile AR platform,** securing a major industry partnership.

Oct 2018 – Jan 2019
VR Designer
Raytheon Technologies
Seoul, Korea

Raytheon provides cutting-edge technology solutions, including VR-based training for enterprise clients.

GM Chevrolet needed an innovative way to train dealership staff while reducing costs. I designed an **immersive VR training experience that streamlined learning and improved engagement**.

- Created a VR training product that reduced dealership training costs by 50%.
- Delivered **Chevrolet's first standalone VR experience on Oculus Go**, earning a 90% satisfaction rate from dealers.

Mar 2017 – Sep 2018

Visiting Professor
Hongik University
⚲ Sejong-si, Korea

Hongik University is a top-ranked design and engineering institution in South Korea.

To bridge the gap between academia and industry in XR/AR product design, **I developed and led hands-on workshops for senior students. The curriculum emphasized real-world applications, design thinking, and rapid prototyping.**

- Designed and conducted **immersive XR/AR product design workshops for 50 senior students,** equipping them with industry-ready skills.
- Mentored students through the full design process, **leading to 12 successful team projects** by the end of the semester.

Mar 2017 – Sep 2018

Art Director
DoubleMe, Inc.
⚲ London, UK / Seoul, Korea

DoubleMe specializes in Mixed Reality platforms, securing major B2B partnerships in telecom and automotive sectors.

Holographic and XR solutions were an emerging market, **requiring strong product vision and partnership strategy to secure funding and adoption.** I played a pivotal role in product design and business expansion.

- Designed an **MR platform for Connected and Autonomous Vehicles,** securing partnerships with Vodafone, Tesco, Lexus, and Huawei, University of Surrey, Ravensbourne university.
- Led design efforts that contributed to **securing $1M in grants and initiating a $10M follow-up project.**
- Managed a team of 3 designers and 2 engineers, delivering key product milestones on schedule.

Education

- Royal College of Art (UK)
  - MA – Innovation Design Engineering
- Imperial College London (UK)
  - MSc – Innovation Design Engineering – Dyson School of Engineering
- Hongik University (Korea)
  - BFA – Product Design

Recognitions

- 2023
  Tech Patent
  Korean Intellectual Property Office
  - **Method and device for generating 3D metaverse contents for metaverse implementation in moving vehicles.**

- 2018
  HCI papers in XR
  HCI Korea, WASET UK, EVA London
  - **Holographic Information System, the future of in-car experience?**

- 2014
  London Mayor's Award
  Finalist
  - **Designed a London-specific delivery service utilizing the Underground system for efficient parcel transport.**

- 2013
  iF Universal design award & Consumer favorite award
  Winner
  - **Stoop – An inclusive electric charging station hardware designed for both electric wheelchairs and electric cars.**

- 2012
  Reddot Design Award
  Winner
  - **Designed a system of lunchbox delivery for the elderly living alone.**

Skills

- **UX/UI & Product Design →** Redesigned Uber Eats' eCommerce flow using **Figma** and **Origami, Flora AI, Lovable AI** improving conversions across grocery and retail.

- **User Research & Testing →** Led **user testings** at Samsung, Remorph, and KineMaster to refine key workflows, improving usability and reducing friction.

- **Leadership & Collaboration →** Facilitated **design sprints and workshops** at OfferHour, KineMaster, DoubleMe aligning cross-functional teams and accelerating product launches.

- **3D & XR Design →** Designed XR infotainment experiences at Remorph and Fluxplanet using **Unity** and **3D modeling**, securing fundings/grants/**tech patent** growing user adoption.

- **Product Ops & Tools →** Managed projects using **Jira, Confluence,** and **Miro,** ensuring seamless execution of global design initiatives at Samsung and Uber.

Hobbies

- **Passionate traveler –** Explored 20 countries and counting, including completing a national trekking expedition.
- **Food enthusiast –** Love cooking and sharing homemade meals with friends and family, always experimenting with new cuisines.
- **Tech & Innovation Enthusiast –** Stay updated with the latest in AI, XR, and product design; frequently experiment with emerging tools.
- **Dog Lover –** Huge fan of dogs, enjoy spending time at dog-friendly parks and discovering the best pet-friendly spots.