Yoon Hun Kang

Senior Product Designer · Regulated-Industry UX · AI Product Design
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U.S. Citizen · Open to full-time, contract, and contract-to-hire · Seattle metro / Remote

PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years leading UX in highly regulated industries (insurance, fintech), including design leadership through a $300M acquisition (Healthy Paws) and post-acquisition platform integration across Aon and Chubb. Track record of shipping multi-device design systems, high-conversion enrollment flows, and experimentation programs in compliance-heavy environments. In 2026, conceived, designed, and launched a production AI-powered UX/SEO audit SaaS end-to-end — pairing two decades of design judgment with hands-on LLM product design, structured-output pipelines, and AI-assisted delivery. Accessibility (WCAG 2.1/2.2 AA, Section 508) embedded throughout.

CORE STRENGTHS

- **Regulated-Industry Product UX —** 15 years in insurtech and fintech: enrollment, claims, quoting, servicing, and compliance workflows
- **Applied AI / LLM Product Design —** multimodal audit systems, prompt and evaluation design, schema-validated structured output
- **Design Systems Architecture —** multi-device component libraries with org-wide adoption and cross-team governance
- **Conversion & Experimentation —** A/B testing, funnel analysis, and CRO programs tied to measurable revenue outcomes
- **Accessibility —** WCAG 2.1/2.2 AA and Section 508 embedded in workflow, not bolted on at the end
- **0→1 and Enterprise Scale —** built a design function from scratch at a startup, then scaled it through two acquisitions

EXPERIENCE

Founding Product Designer — UXtion
Dec 2025 – Present

AI-powered UX/SEO audit SaaS · Kirkland, WA (Remote)

- Conceived, designed, and shipped a production AI-powered UX/SEO/accessibility audit product end-to-end — product definition, audit logic, UX, design system, pricing, and public launch
- Encoded senior design judgment into a multimodal LLM audit system evaluating craft, conversion, and accessibility, with schema-validated structured output for consistent, repeatable results
- Directed full implementation through AI-assisted development, owning architecture decisions, acceptance criteria, and QA across Next.js, TypeScript, Prisma, Stripe, and LLM APIs
- Built to WCAG 2.2 AA with automated accessibility regression testing in the release pipeline

UX Design Lead — Chubb
Jun 2024 – Nov 2025

Via acquisition of Aon's Affinity unit · Remote

- Led post-acquisition UX strategy to harmonize legacy Aon platforms into Chubb's global digital ecosystem
- Implemented a unified brand visual system across enterprise web applications, improving cross-product consistency
- Built analytics-driven design workflows and a custom UI analytics platform capturing granular interaction data for evidence-based decisions
- Redesigned enrollment flows, increasing task success +3% YoY
- Mentored 3 mid-to-senior designers on career growth and design strategy

UX Design Lead / Senior UX Designer — Aon
Jan 2016 – May 2024

Via acquisition of Healthy Paws · Bellevue, WA / Remote

- Architected scalable cross-device enrollment systems that sustained growth through the transition from startup to global enterprise
- Delivered +4.3% conversion rate through structured experimentation, stabilizing the product post-acquisition
- Launched 2 mobile/web products, reaching 5,300+ downloads in the first 30 days
- Architected the cross-device enrollment and retention design system; brand recognition +5%, enrollment +2.5% over 4 years
- Established cross-platform design governance, reducing design-to-engineering handoff friction
- Owned marketing reporting and UX KPI tracking in enterprise CRM/BI tooling (Salesforce Classic and Lightning)
- Embedded WCAG 2.1 AA accessibility compliance into the standard design workflow

Senior UX Designer — Healthy Paws Pet Insurance Jul 2011 – Dec 2015

Acquired for ~$300M · Bellevue, WA

- First dedicated UX hire; built the design function from scratch, directly contributing to the $300M valuation and acquisition
- Engineered core enrollment and claims UX — completion rate +2.5%, 12-month retention +1.2%
- Designed a custom admin insurance quoting UI interfacing directly with the company's core pricing engine
- Created a cohesive end-to-end experience across marketing, product, and support channels
- Ran end-to-end user research to validate product hypotheses and drive iterative improvement

SKILLS & TOOLS

- **Design & Prototyping:** Figma, Sketch, Adobe XD, Axure RP, design systems, component libraries, responsive/multi-device design, full-stack prototyping
- **UX Methods:** User research, usability testing, journey mapping, Jobs-to-be-Done, card sorting, heuristic evaluation, design sprints, workshop facilitation
- **AI / Emerging Tech:** Applied AI & LLM product design, Claude API, structured-output pipelines, AI evaluation design, Cursor, AI-assisted delivery
- **Analytics & CRO:** Pendo, FullStory, Amplitude, Google Analytics, Mixpanel — A/B testing, funnel analysis, conversion optimization
- **Accessibility:** WCAG 2.1 / 2.2 AA, Section 508, automated accessibility regression testing, inclusive design practice
- **Platforms & Collaboration:** Salesforce (Classic/Lightning), Jira, Confluence, Notion, Miro — Agile/Scrum, executive presentation, mentorship
- **Domain Expertise:** Insurtech, fintech, regulated enterprise SaaS, B2B/B2C enrollment and claims, pricing and quoting workflows

EDUCATION

- B.F.A., Graphic Design — Savannah College of Art and Design (SCAD)
- Communication Design — Samsung Art & Design Institute (SADI)