

Yoon Hun Kang

Lead Product Designer | UX Strategy & Enterprise Experience Design

Kirkland, WA | yoonhunkang@gmail.com | (425) 445-8318

yoonhunkang.com | [LinkedIn](#)

Professional Summary

10+ years of UX leadership in regulated industries, with a proven track record of driving product growth leading to a **\$300M acquisition (Healthy Paws by Chubb)**. Expert in simplifying complex workflows, delivering measurable product outcomes, and collaborating with technology teams using **Agile and design sprints** to launch scalable enterprise solutions.

Specialties:

- Reducing cognitive load in high-stakes environments
 - Building experimentation frameworks that drive measurable growth
 - Architecting multi-device design systems adopted across organizations
 - Aligning executive vision with user-centered execution
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Experience

Chubb (via Acquisition of Aon's Affinity Unit) – UX Design Lead · Remote | Jun 2024 – Present

- Leading post-acquisition UX strategy to harmonize Aon's legacy platforms into Chubb's global digital ecosystem
- Implemented a unified brand visual system across enterprise web applications → improved brand consistency
- Built analytics-driven workflows to drive evidence-based design decisions
- Led custom UI analytics platform to capture granular user interaction data
- Redesigned enrollment flows → task success increased +3% YoY
- Mentored 3 mid-to-senior designers in career growth and design strategy

Aon (via Acquisition of Healthy Paws) – UX Design Lead / Senior UX Designer ·

Remote/Bellevue, WA | Jan 2016 – May 2024

- Architected scalable cross-device enrollment systems that sustained growth during the transition from startup to global enterprise
- Delivered +4.3% conversion rate through structured experimentation, stabilizing product post-acquisition
- Launched 2 mobile/web products → 5,300+ downloads in 30 days
- Established cross-platform design governance → reduced handoff friction
- Mentored junior and mid-level designers, influencing roadmap decisions with executive stakeholders

Healthy Paws Pet Insurance (Acquired by Aon/Chubb for ~\$300M) – Senior UX Designer · Bellevue, WA | Jul 2011 – Dec 2015

- First dedicated UX hire; built the design function from scratch → directly contributed to \$300M valuation and acquisition
- Engineered core enrollment and claims UX → completion rate +2.5%, 12-month retention +1.2%
- Created cohesive end-to-end experience across marketing, product, and support channels
- Conducted end-to-end user research to validate product hypotheses and inform iterative design improvements

Skills & Tools

UX Methods: User research, usability testing, journey mapping, Jobs-to-be-Done, card sorting, heuristic evaluation, design sprints

Design & Prototyping: Figma, Sketch, Adobe XD, Axure RP

Analytics & CRO: Pendo, FullStory, Amplitude, GA, Mixpanel — A/B testing, funnel analysis

Systems & Governance: Design systems, component libraries, cross-team governance, WCAG 2.1 AA

Collaboration & Leadership: Jira, Confluence, Notion, Miro — Agile/Scrum, workshops, executive presentations, mentorship

Domain Expertise: Insurtech, fintech, enterprise SaaS, B2B/B2C enrollment flows, regulated industry UX

Education

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