

Design Lead with 9 years of experience building and scaling consumer products. Led flagship product launches reaching 16–18% adoption, defined AI-powered learning experiences, and established systems that improve consistency and efficiency across teams. Experienced in 0→1 product development, product strategy, design leadership, and design systems.

650-863-1876 | contact@soyunjin.com

EDUCATION

University of Michigan - School of Information

Ann Arbor, MI

B.S. in Information
Specialization in UX Design &
Product Management.

SKILLS

User Experience

Interaction Design
User Research
Personas & Scenarios
Wireframing
Prototyping
Heuristic Evaluation
Affinity Diagram

Technical

Claude Code
Figma
Adobe Suite
HTML/CSS
Python

LANGUAGES

English, Korean,
Spanish (conversational)

WORK EXPERIENCE

IXL Learning Inc, San Mateo, CA

Design Lead (Jan 2026 - Present)

- Led design direction for Rosetta Stone's AI-powered language learning experiences, defining product vision, interaction principles, and user experience strategy for new conversational learning initiatives.
- Directed complex 0→1 learning experiences across Rosetta Stone and IXL, partnering with product and engineering leaders to shape product direction and deliver cohesive cross-brand experiences.
- Guided associate and senior designers through critiques, working sessions, and mentorship, helping elevate design quality and decision-making across projects.
- Led the evolution of IXL's design system, establishing shared standards, governance, and design-engineering alignment across 11 design libraries and multiple product teams.

Senior Product Designer (Jan 2019 - Jan 2026)

- Led the creation and long-term evolution of IXL Quizzes, growing it from a new assessment tool into one of IXL's most-adopted teacher experiences, reaching 16–18% of active teacher accounts and generating 700K+ quizzes in its first year.
- Expanded Quizzes beyond classroom use into a broader assessment ecosystem supporting administrators, shared content workflows, and user-generated content experiences.
- Owned end-to-end design for major learning and assessment experiences across IXL, Vocabulary.com, and Wyzant, serving diverse user types including teachers, administrators, students, and tutors.
- Partnered with product and engineering leaders to define strategy, navigate technical constraints, and deliver scalable solutions across multiple product areas.

UX/Product Designer (May 2017 - January 2019)

- Led design and project management for new K–5 learning experiences from concept through implementation.
- Collaborated with product managers and engineers to create intuitive, accessible experiences for students, teachers, administrators, and parents.
- Conducted research, prototyping, and usability testing to inform product decisions and improve learning outcomes.