Seungmi Na

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SUMMARY

Product Designer focused on AI-powered products from concept to launch. I translate complex workflows into clear, human-centered interfaces by combining strong visual craft, thoughtful interaction design, and front-end awareness. I build scalable design systems, production-ready UI components, and interactive prototypes that balance usability, polish, and feasibility.

SKILLS

- **Languages:** HTML/CSS, JavaScript, TypeScript
- **Frameworks & UI Libraries:** React, Next.js, Tailwind CSS, Storybook, shadcn/ui, Headless UI, Framer
- **Design Tools:** Figma, Adobe Illustrator/Photoshop, Zeplin, Framer
- **Core Disciplines:** User-Centered Design, Interaction Design, Wireframing, Prototyping, Responsive Design, Design Systems, Visual Design, Agile Collaboration

EXPERIENCE

Inizio — Fremont, CA
Lead UI/UX Designer — Feb. 2023 - Feb. 2025

- Led end-to-end UX/UI design for ConceptCraft, an AI-powered platform helping users turn early ideas into structured, actionable projects.
- Designed core user flows and interaction patterns that clarified complex AI-generated outputs into intuitive, usable experiences.
- Built and scaled a modular design system in Figma and code (Tailwind, shadcn/ui), ensuring consistency across features and screens.
- Created reusable UI components and layout templates, accelerating prototyping and reducing design-to-development friction.
- Designed feedback-driven interactions such as tooltips, progress indicators, and micro-interactions to improve clarity and user confidence.
- Defined visual standards across color, spacing, and typography, improving accessibility and overall visual polish.
- Collaborated closely with engineers to ensure high-fidelity implementation and production-ready UI quality.
- Iterated on product UI through continuous feedback and usability testing, resolving issues prior to launch.
- Partnered with product and engineering leads to align feature scope with user experience goals and technical constraints.

PROJECTS

Google Calendar Mobile Redesign
UX/UI Designer — Oct. 2025

- Conducted exploratory research on the existing Google Calendar mobile event creation experience to understand user behavior and friction points.
- Analyzed current workflows to identify usability issues such as excessive scrolling, fragmented input steps, and slow task completion.
- Synthesized research findings into clear problem statements that shaped the redesign direction.
- Designed a conversational, AI voice–powered event creation flow that converts natural speech into structured event details.
- Produced wireframes, user flows, and high-fidelity UI designs in Figma with a focus on clarity and reduced cognitive load.
- Designed real-time feedback interactions, including waveform animations, info indicators, and event badges.
- Built an interactive prototype with animated transitions to support usability testing and design reviews.

Delivious: App & Tablet Kiosk: AI Delivery and Order Services in Restaurant
UX/UI Designer & Front-end Engineer — Apr. 2022

- Designed intuitive UI layouts and optimized ordering flows for mobile and tablet kiosk experiences.
- Implemented responsive, reusable UI components using TypeScript and Tailwind CSS.
- Designed an admin tablet interface for monitoring dine-in status and delivery robot routes.
- Collaborated with a cross-functional team of five engineers to design and deploy the AI-based service.

EDUCATION

San Jose State University — San Jose, CA
Bachelor of Arts in Design Studies, Minor in Computer Science — Aug. 2020 – Dec. 2022