

My role includes...

- Identified user flow & key components.
- Worked closely with cross functional.
- Updated design system.
- Created design guideline for homepage banner.
- Conducted user testing.
- Improved existing QA process.

Challenge

Business

What Weee! is showing



“ We finally got this famous spicy Korean rice cake brand from Korea to our warehouse.

Can't wait to see how much our customers are excited to see this product! ”

VS

User

What customers experience



“ Why are they keep showing me these kinds of stuff? I am not good at spicy foods! ”