

Deokryong (Nathan) Na

UX Designer

Design measurable UX solutions with a focus on research-driven insights and emerging technologies.

deokryongna@gmail.com

<https://linkedin.com/in/deokryongna>

(657) 348-1197

deokryongna.com

Irvine, CA

EXPERIENCE

Product Designer – Rootin

Irvine, CA | Sep 2024 - Present

- Lead the design process for a wireless IoT soil moisture sensor app, reducing guesswork in plant watering routines.
- Collect and analyze web crawling data, interviews, and competitor analysis to generate strategic insights for app development.
- Collaborate with 3 software engineers as a scrum master to align functional and design specifications, ensuring feasibility during implementation.

UX Engineer Intern – Grepp

Irvine, CA | Sep 2024 - Dec 2024

- Prototyped and developed two MVPs leveraging LLM and AWS technologies, enhancing innovation in product offerings.
- Streamlined design-to-frontend development workflows, achieving a 52% reduction in time-to-market.

UX Designer – Hyodol

Anyang, Korea | Aug 2023 - Mar 2024

- Redesigned a care provider app to manage AI care robots and recipients, improving usability through iterative design processes.
- Optimized preparation of care providers' work flows through A/B testing, improving monitoring efficiency by 64%.
- Recruited 17 users and conducted a System Usability Scale (SUS) survey with in-depth interviews to uncover 3 key usability issues.
- Delivered 100+ user interfaces with 15+ components, in collaboration with 2 engineers to improve development efficiency.

UX Research Intern – YoonDesign Group

Seoul, Korea | Sep 2023 - Dec 2023

- Led generative and evaluative research to drive the growth of a web font magazine with 20K+ monthly active users.
- Analyzed user behavior via Google Analytics to identify content preferences, driving a 50% increase in monthly active users.
- Designed and executed a user survey, leveraging insights to create ad proposals that secured the first ad revenue.

Undergraduate UX Researcher – Kookmin University

Seoul, Korea | Mar 2023 - Jun 2023

- Developed gesture-based interactions for AR Smart Glasses (ARSGs), utilizing Spotify to enhance music control during cycling.
- Conducted mixed-method usability tests with 5 users, achieving a 5.43x improvement in music control efficiency and a 12.6x increase in cycling safety compared to smartphones.
- Created user storyboards and service blueprints to integrate interface design with technical requirements for ARSGs.

EDUCATION

B.A. Management Information Systems (MIS) – Kookmin University

Expected Sep 2025

B.A. Convergence Design – Kookmin University

Expected Sep 2025

SKILLS

Design: Design Thinking, Wireframing, Prototyping, Design Systems, User Flows, Storyboarding, User Personas.

Research: User Interviews, Usability Testing, Surveys, Competitors Analysis, A/B Testing, Contextual Inquiry, User Journey Mapping, Card Sorting, Focus Groups, Heuristic Evaluation.

Tools: Google/Microsoft Suite, Figma, Adobe XD/Photoshop/Illustrator, SPSS, Tableau, SurveyMonkey, Jira, Miro, Notion.

Programming Languages: HTML/CSS, R, SQL, React, Flutter.