

Becky Hwang

Senior Product Designer

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Product-minded designer with 6 years of experience across product, brand, and content. I design multi-surface experiences spanning physical robots, web platforms, and AI, turning user and business feedback into features that ship with measurable impact.

— EDUCATION

School of Visual Arts
MFA, Interaction Design

School of Visual Arts
BFA, Advertising

— TOOLS

Design
Figma, Miro, Protopie

Adobe Creative Suite
Photoshop, Illustrator, InDesign

— SKILLS

Product
Problem framing, AI/LLM UX, UX writing, Human-robot interaction, Cross-functional collaboration

Design
UX & visual design, Design systems, Information architecture, Prototyping, Design guidelines

Research
User research, Data analysis, User personas, User testing, A/B testing

— LANGUAGE

Korean (Native)
English (Fluent)

— WORK EXPERIENCE

Senior Product Designer · avatarin, Tokyo Sep 2024 – Present

- Cut passenger visits to staffed counters by 40% in two months at ANA's Narita Airport by leading end-to-end design of media library and digital signage features for avatar robots, freeing ground staff from repetitive, time-consuming inquiries
- Framed the problem by analyzing internal feedback, then partnered directly with engineers from concept through deployment
- Designed an agentic AI platform for ANA's customer service team, with a no-code flow that lets non-technical staff build their own knowledge-base chatbots from internal documents to resolve issues during and after calls and train new hires
- Designed and shipped 8+ features across robot, Owner, and Admin platforms, creating one consistent experience across robots and web
- Established a company-wide UX Writing Guideline that standardized product language across all products

UX/UI Designer · NYC Department of Finance, New York

Jun 2023 – Apr 2024

- Restructured the information architecture of 507 pages, with clear categories and labels that made complex city finance services easier to find and understand
- Designed 8 core navigation pages on a responsive design system, iterating through 18 wireframes and hi-fi prototypes

UX/UI Designer · Music for Autism, New York Nov 2022 – Dec 2022

- Analyzed 106 survey responses to identify key UX issues and prioritize design decisions
- Delivered a cost-effective, mobile-accessible responsive prototype and design guide tailored to client needs

Lead Content Designer · Stylecrew, Seoul Jan 2022 – May 2022

- Led a team of designers and editors to deliver 15+ multimedia campaigns and their web, mobile, and social assets

Art Director · Bold, Seoul Sep 2020 – Dec 2021

- Set brand strategy and visual direction for 12+ fashion and beauty campaigns, from concept to launch
- Directed cross-functional photo, video, design, and marketing teams