Janie Park

Staff UX Designer Candidate · Design Strategy & Systems at Scale · AI-Native Prototyping · Cross-Org Influence

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SUMMARY

Design leader with 11+ years defining design strategy, systems, and frameworks adopted across teams and business lines at enterprise scale. AI-native practice: vibe coding in Cursor, connected to a live client sandbox, to prototype and stress-test non-deterministic AI and agentic experiences in real time. Certified Conversation Designer (CxD1 & CxD2). Track record includes a **$500K+ project win**, **three AI hackathon awards**, and scaling design knowledge to **100+ professionals** globally.

PROFESSIONAL EXPERIENCE

Experience Architect · Salesforce

Aug 2024 – Present · New York, NY

- Vibe coding in Cursor on a live client sandbox, building functional AI/agentic prototypes for real-time leadership evaluation.
- Led end-to-end UX for the Data, Visualization & Insights team, defining bridge experiences that unify data and analytics across the Salesforce ecosystem, shipped to production and praised as "Key Exciting Enhancements."
- Applied Conversation Design training (CxD1 & CxD2) to shape agent and demo interactions, iterating on how model outputs and UI work together.
- Translated ambiguous, open-ended problems into tractable multi-year roadmaps by partnering directly with Product and Engineering leadership.
- Partnered with a strategist to define the future-state experience vision, contributing to a **$500K+ project booking** in a competitive environment.
- Drove a 2.5-month, multi-team initiative that improved cross-functional collaboration and earned positive feedback from executive-level stakeholders.
- **3× AI hackathon winner** (2nd place, Lotus x Agentforce Hackathon; 3rd place, AMER AI Hackathon; 2nd place, Salesforce Elevator Pitch Challenge); presented methodology to the XD Practice Community Forum; recognized with multiple shout-outs in All-Hands (200+ participants).

Senior Experience Consultant · Salesforce

Apr 2022 – Aug 2024 · New York, NY

- Sole design lead for the Customer Kick Off · Demo Team · Seller Experience, shown to **75,000+ employees** and well received by leadership.
- Selected as 1 of 10 Runner Award winners for a large-scale project with a multinational telecommunications company, partnering directly with senior stakeholders on experience direction.
- Updated and maintained design systems and UI patterns for internal designers, reducing inconsistency and eliminating UX papercuts at scale.

UX Designer, Senior Analyst · Avanade

Mar 2020 – Apr 2022 · New York, NY

- Core designer for Microsoft's Return-to-Workplace app, translating ambiguous, cross-cultural requirements into a single cohesive product across **70+ countries and 1,400 organizations**.
- Co-developed the Avanade Design Research Certificate Course, educating **100+ professionals** globally.
- Built a global safety workflow system for the R&D team at a large chemical manufacturer, replacing fragmented platforms with one unified, compliant system.

UX Designer · Neospring

Dec 2017 – Jul 2018 · Seoul, South Korea

- Conducted heuristic evaluations and designed more intuitive websites and mobile experiences.

UX Designer, Freelance · Coinone · Ernst & Young · SK Broadband · TeamInterface

Jul 2014 – Nov 2017 · Seoul, South Korea

- Delivered freelance UX/product design across fintech and enterprise clients: Coinone, a cryptocurrency exchange; Ernst & Young (Oct–Nov 2017); SK Broadband (Jul–Aug 2017); TeamInterface (Jul–Sep 2014).

UX Designer · SapientNitro

Jul 2013 – Jun 2014 · Atlanta, GA

- Created sitemaps, user journeys, wireframes, and workflows for various clients; contributed to the pitch that won the MD Anderson engagement.

Experience Designer, Intern · InReality, Jun–Aug 2012 · Design Researcher, Intern · KAIST, Jun–Aug 2011

CORE SKILLS

Design Strategy & Systems at Scale — CX standards, patterns, and multi-year roadmaps adopted org-wide

Conversation & Model UX — Certified Conversation Designer (CxD1 & CxD2); agentic/conversational AI design

Data-Informed Design — Dashboard/analytics design in Figma, CRM Analytics, Tableau

AI-Native Prototyping — Cursor (live sandbox), Claude Code, ChatGPT, Gemini, Framer

Cross-Org Influence — Executive stakeholder trust; direct partnership with Product & Engineering leadership

EDUCATION

M.S., Industrial Design — KAIST 2015–2017

B.S., Industrial Design — Georgia Tech, Highest Honors 2009–2013

CERTIFICATIONS

Conversation Designer (CxD1 & CxD2) · Google Data Analytics Professional Certificate · Salesforce Certifications (6) · Professional Scrum™ with UX I · UI Design Patterns for Successful Software · Design Research Certification

AWARDS

AI & Hackathons — 2nd Place, Lotus x Agentforce Hackathon · 2nd Place, Salesforce Elevator Pitch Challenge · 3rd Place, AMER AI Hackathon

Client & Project Recognition — Runner Award, 1 of 10 winners, multinational telecommunications project (Salesforce)

Academic — Finalist, EC Energy Utilization Design (Georgia Tech) · Semi-Finalist, Laboratory Safety Poster (KAIST) · Semi-Finalist, Hoodie Design Competition (KAIST)