

# Yoomi Cha

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## Professional Summary

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UX/Product Designer with **10+ years of experience leading complex enterprise and AI-driven UX projects end-to-end** for global leaders like Cisco and Samsung. Skilled in driving collaborative user research and usability testing to define user needs, translating these insights into interactive prototypes, **and holding 9 security-related patents that demonstrate a proven track record of innovation.** Expert in aligning cross-functional stakeholders through strategic communication.

## Experience

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### Cisco/Cisco IT Team

San Jose, California

#### *Senior Product Designer, User Experience Designer*

Feb 2022 - Current

- **Led end-to-end UX initiatives** and driven cross-functional process optimization for complex enterprise platforms (Salesforce Renewals & Sales Consoles); **established a structured project intake workflow** that streamlined ad-hoc requirements, transformed complex data-heavy architectures, and **significantly improved timeline management and user efficiency.**
- **Spearheaded high-profile AI initiatives, including the Renewals AI Support project**, where I enhanced customer and deal data search capabilities to **save users 20% of their daily work time**; actively contributed to the **New Sales AI Assistant** by architecting **scalable prompt frameworks** and leading the strategic transition from simple chat interfaces to **dashboard-driven AI experiences.**
- Fostered continuous optimization and cross-functional alignment by conducting user research to derive actionable insights and **build interactive prototypes**; leveraged Digital Intercept to establish and track key success metrics, validating designs through usability testing to effectively present and **justify design decisions to stakeholders.**

### Polycom/XD Team

Austin, Texas

#### *User Experience Designer*

Aug 2018 - Jul 2019

- Led user experience design for Trio, successfully restructuring complex Information Architecture (IA) and delivering high-fidelity wireframe, partnered with User Researchers to conduct usability testing, identifying critical friction points and translating insights into interactive prototypes to validate design solutions.
- Designed icons and visual components for projects

### Texas Commission on Environmental Quality/Agency Communication Division

Austin, Texas

#### *Mickey Leland Environmental Internship*

Jun 2017 – Aug 2017

- Analyzed agency website using Google Analytics and extracted recommendations/insights for usability improvement
- Designed and conducted remote open-card sorting, closed-card sorting through OptimalWorkshop program
- Proposed and presented a usability report with actionable insights to improve the agency

homepage quality

### Samsung Techwin/Design Group

Seongnam, Korea

#### Senior User Experience Designer

Jan 2011 – Jun 2016

- Managed project schedules and coordinated opinions from product planning and development groups while redesigning UI and GUI of Webviewer for 4K Fisheye Security Camera
- Selected as part of talent team for the Vision Task Force to establish strategies and business models for future video surveillance markets based on cloud-service
- Applied UX methodology to expand coverage of video surveillance market needs with improved usability, and proposed flexible IA for addressing changing market needs
- Designed the UI and GUI of Samsung Security Manager (SSM) for video surveillance products from Samsung Techwin, including continuous software updates and improved efficiency of SSM through UX design process

### Patents & Awards

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2025 Company-wide AI Hackathon — Top 10 Finalist | Cisco

9 Patents in Security Surveillance Monitoring Systems | Samsung Techwin

### Projects

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#### Cisco MFA Bypass Project

Jan 2026 – Mar 2026

- Driven cross-functional alignment across research, content design, and security engineering to **transform the highly complex MFA Bypass journey into a frictionless, secure experience.**
- Designed and validated request landing and submission flows through iterative prototyping, incorporating **internal design feedback and stakeholder reviews** to align the final solution with both user preferences and business requirements.

#### SFDC Renewals AI Support Project

Sep 2025 – Jan 2026

- Led end-to-end UX design in collaboration with product, engineering, and research teams to define user needs and improve information discovery workflows.
- Leveraged AI-guided prompts and Cisco's design system to design and prototype interactive experiences, improving information findability and reducing user effort.
- Delivered stakeholder presentations and iterated designs based on usability feedback.

#### Sales AI Assistant Proposal

Dec 2024 - Aug 2025

- Defined and validated Sales AI use cases in collaboration with cross-functional teams through workshops, brainstorming sessions, and competitive analysis.
- Designed end-to-end UX flows including AI prompt experiences and RFP-related prototypes, contributing to the transition from a chat-based interface to an AI-powered dashboard experience.

#### SFDC Renewals Console / Grouping Logic / Risk Mgmt

Sep 2022 – Dec 2024

- **Transformed a fragmented requirement gathering process** into a structured project intake workflow by initiating leadership alignments, optimizing timeline management, and engaging in quarterly/regular release planning to drive higher-level roadmap visibility.
- Led UX simplification and cross-system integration for Salesforce Renewal and New Sale (OneCRM) systems, establishing a cohesive design language and **proposing a post-vision roadmap** for future-state user experiences.

- **Clarified intricate user workflows** and **optimized UI screens**, achieving a 20% reduction in task completion time across multiple milestone-based product releases.
- Partnered with UX researchers to leverage digital intercepts for **establishing and tracking success metrics for the Renewals Console**, deriving key insights to identify continuous UX improvement opportunities and optimize workflow performance.

**Opioid Overdose Prevention Project**

Feb 2018 – Jun 2018

- Accepted to UXPA Conference 2018
- Created a mobile app prototype and user scenarios based on user research

**UX Research for a Dual Screen Device**

Jan 2018 – May 2018

- Conducted literature research for planning hand grasp and thermal usability test
- Suggested use cases, possible postures, and user scenarios

**An Eye-Tracking Study of Electronic Word of Mouth (eWOM) Reading Behaviors on E-commerce Websites**

Mar 2017 – May 2017

- Designed and conducted an eye-tracking experiment to analyze user’ review patterns that influence decision making

**Skills**

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**UX Design & Strategy:** Wireframes, Prototyping, AI UX/Interaction Design, Scalable Design Systems, Information Architecture, User Scenario, Concept Models, Use Cases

**UX Research & Analysis:** Usability Testing, Contextual Inquiry, Heuristic Evaluation, Affinity Diagram, A/B sorting, Behavior Analysis, Journey maps, Personas, Competitor Research, Best Practice Research

**Design Tools:** Figma (incl. Figma Make), Miro, Jira Align, Confluence, Qualtrics, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects, Premiere), Sketch, InVision, Balsamiq Mockup, Google Analytics, OptimalWorkshop, Microsoft Office (Word, Excel, PowerPoint, Teams)

**Education**

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**The University of Texas at Austin**

Austin, TX

*Master of Science in Information Studies*

May 2018

Specialization: UX Research, UX Design, User-Centered Design, HCI, IA, UI, Usability Testing, Prototyping, Taxonomy

**Handong Global University**

Pohang, Korea

*Bachelor of Engineering, Industrial Design, specialized in Product and Graphic Design*

Feb 2011