Yoomi Cha

Enterprise SaaS & AI Product Design | Immersive & Game UI | Human-Centered Design | 9 Patents
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SUMMARY

Product/UX designer with 11 years of experience turning ambiguous product challenges into clear, scalable experiences across enterprise SaaS, AI products, embedded hardware, and immersive games. Skilled in end-to-end product design, user research, interaction and visual design, and cross-functional product strategy, with a reputation for simplifying complex systems.

At Cisco, I designed Renewal Risk, which made an AI risk score trustworthy, launched without enterprise-wide training, and contributed to a 5% increase in ARR. Most recently, I led the team and UI design for an AI-driven VR story game that won Best Storytelling (Visko Prize) at Immerse the Bay 2026. A hands-on builder who prototypes in code with Claude, React, and TypeScript, and a collaborative partner who aligns product, engineering, research, and business stakeholders around user needs.

CORE COMPETENCIES

Product / UX Strategy & Design: End-to-End Product Design | Enterprise SaaS | AI Product Design | UX Strategy | Interaction Design | Visual Design | Information Architecture | User Journeys | Wireframing | Interactive Prototyping | Design Systems | Workflow Optimization | Accessibility (WCAG)

Research & Facilitation: User-Centered Design | User Research | Usability Testing | Rapid Iterative Testing & Evaluation (RITE) | Personas | Heuristic Evaluation | Competitive Research | Affinity Mapping | Workshop Facilitation | Design Critique | Stakeholder Alignment

AI & Emerging Experiences: Human-in-the-Loop / Human-on-the-Loop Frameworks | Trustworthy & Explainable AI | Conversational AI Concepts | AI-Driven Content Experiences | VR / Immersive UI | AI-Assisted & Code Prototyping | Automated Accessibility Checks with Claude

Tools & Platforms: Figma | Figma Make | Claude | React | TypeScript | HTML / CSS / JavaScript | Meta Quest 3 | Salesforce (SFDC) | Miro | Jira Align | Confluence | Qualtrics | Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere) | VLLO | Sketch | Google Analytics | Optimal Workshop

SELECTED PROJECTS

Advanced AI Revenue Workspace | Side Project

Design and prototype | 2026 | Figma, Claude, React, TypeScript

- Proposed a unified AI-assisted workspace for New Sales, Renewal Sellers, Customer Success, and their leaders, replacing role-specific consoles with one workflow: SSO or manual login, role selection, role-based home, and customizable layouts.
- Designed Account, Board (Kanban), and Timeline views that bring assets, customer information, deal history, CPQ, and RFPs into one place, with unified contact management for better deal visibility.
- Defined where AI works on its own and where people stay involved: AI-drafted RFPs and pitches are reviewed by people (Human-in-the-Loop), while autonomous analysis links to reviewable sources.
- Introduced reporting with goal tracking and incentive visibility; created the brand identity in light and dark themes and automated WCAG accessibility checks with Claude across design and code.
- Designed in Figma and built the working prototype with Claude, React, and TypeScript.

Take Me to the Moon! — AI-Driven VR Story Game

Winner, Best Storytelling (Visko Prize) — Immerse the Bay 2026 *| Project Lead, UI & Visual Designer | 2026 | Figma, Meta Quest 3, OpenAI API, VLLO*

- Started the project and led a 4-person team to build a branching-narrative VR game where an AI agent adapts the story to each player choice and renders it as live immersive video.
- Designed the UI, reusable components, and background assets, keeping one consistent look across six story scenes.
- Adapted flat-screen UI for VR, tuning panel size, viewing distance, tilt, and contrast so text stayed readable over live-generated video, and designed layouts for AI-generated text of any length.
- Produced the demo video and supplied the design source files the team built from.

PROFESSIONAL EXPERIENCE

Senior Product Designer | Cisco / Cisco IT Team

San Jose, CA | February 2022 – July 2026

Led enterprise UX strategy and product design across Salesforce Renewals, New Sales, and AI-enabled workflows, simplifying complex systems and structuring scalable information architectures. Partnered with Product, Engineering, Business Operations, and UX Research to shape roadmaps, guide quarterly releases, and align solutions with user needs.

- Designed Renewal Risk for 5,000+ sellers and CSMs to identify risk across $200M+ in annual deals; user testing revealed users did not trust the AI risk score, so I redesigned the experience to show the factors and data behind each score.

- Renewal Risk launched without enterprise-wide training and contributed to a 5% increase in ARR.
- Positioned customer-information workflows to save up to 20% of user time across 150,000+ annual sales opportunities by helping define an AI product strategy that addressed context switching across 30+ disparate tools.
- Partnered with UX Research to map user journeys, synthesized 100+ AI use cases across 7 affinity themes, facilitated an “Art of the Possible” stakeholder workshop, and developed near-term conversational and long-term dashboard concepts using Human-in-the-Loop and Human-on-the-Loop frameworks.
- Unified account, pipeline, and renewal data into a single dashboard that accelerated access to customer insights and reduced cross-system searching.
- Aligned cross-functional leadership on a scalable next-generation Salesforce Renewals Console by translating fragmented account and opportunity workflows into a grouping-logic framework and interactive concepts that simplified navigation and reduced administrative effort.
- Reduced MFA bypass form drop-off and support demand by streamlining the request lifecycle, automating manual inputs, clarifying eligibility, and partnering with Security Engineering to balance compliance with user efficiency.
- Led recurring design critique sessions for 6 months with a team of 8–10 designers, raising craft quality and consistency.

User Experience Designer | Poly / XD Team

Austin, TX | August 2018 – July 2019

Owned UX design for Poly's conferencing product portfolio, supporting embedded digital experiences across hardware and software.

- Delivered production-ready UX/UI for the Trio 8300 conference phone through shipment as the sole UX designer, adapting the touch-based Trio experience to a 2.5-inch, button-driven interface.
- Explored ideas through low-fidelity sketches, then created screen designs, icons, graphical components, and interactive prototypes, and worked with developers to test and verify the implementation.
- Improved design validation and usability across the Trio line by restructuring information architecture, mapping user tasks and personas, and partnering with UX researchers on usability testing.
- Strengthened visual consistency and scalability by building a reusable library of icons, UI components, and design assets.

Senior User Experience Designer | Samsung Techwin / Design Group

Seongnam, Korea | January 2011 – June 2016

Led UX/GUI design for security-surveillance products and web applications, supporting both current product enhancement and future-state experience strategy.

- Designed video playback and timeline navigation as my primary focus, creating the screens people use to move through recorded video, find key moments, and review footage efficiently.
- Improved usability and workflow clarity by leading UX/GUI design for Samsung Security Manager and the 4K Fisheye Web Viewer, translating complex monitoring requirements into user-centered interfaces.
- Simplified product discovery and configuration across the Product Selector, Field of View Calculator, and Bandwidth Calculator by introducing three search methods, usage-scenario guidance, and fewer redundant decision steps.
- Helped shape future cloud-based surveillance experiences and flexible information architecture as a selected member of the Vision Task Force.

SELECTED UX RESEARCH & INDUSTRY CONTRIBUTIONS

Opioid Overdose Prevention Project | 2018

- Developed user scenarios and a mobile app prototype grounded in user research; project accepted for presentation at UXPA Conference 2018.

Dual-Screen Device UX Research | 2018

- Conducted literature research to inform hand-grasp and thermal usability testing, identifying potential use cases, device postures, and user scenarios.

Eye-Tracking Study of eWOM Behaviors in E-Commerce | 2017

- Designed and conducted an eye-tracking study examining how users read online reviews and how review patterns influence purchasing decisions.

PATENTS & RECOGNITION

- Winner, Best Storytelling (Visko Prize) — Immerse the Bay 2026 XR Hackathon
- Top 10 Finalist — Company-Wide AI Hackathon | Cisco, 2025
- 9 Patents — Security Surveillance Monitoring Systems | Samsung Techwin

EDUCATION

Master of Science in Information Studies | May 2018 | The University of Texas at Austin | Austin, TX
Specialization: UX Research, UX Design, User-Centered Design, Human-Computer Interaction (HCI), Information Architecture, User Interface Design, Usability Testing, Prototyping, Taxonomy
Bachelor of Engineering, Industrial Design | Handong Global University | Pohang, Korea
Specialization: Product Design and Graphic Design