

•[LinkedIn](#) •[Portfolio link](#) (Case study PW:2024)

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Anna Oh

PRODUCT DESIGN LEAD

EXPERIENCE

Teladoc Health | New York — *Senior product designer*

Aug 2021 - PRESENT

- Orchestrated cross-disciplinary collaboration among Clinical Strategy, Behavioral Scientists, Researchers, Content Strategy Specialists, Engineers, and Product Managers to develop Teladoc Health's data visualization and biomarker tracking experience, in line with the company's key OKRs.
- Crafted a vision covering short-term design delivery to a three-year horizon for members' home dashboard experience, addressing onboarding complexities associated with 11 telemedicine services, 7 chronic condition programs, and 3 mental health digital programs.
- Established a community by co-hosting with a Behavioral Scientist to formulate an internal behavioral design strategy, aiming to offer a scalable framework accessible to all stakeholders.
- Spearheaded design quality assurance for the seamless integration process to launch a comprehensive whole-person care platform, merging three different platforms into a single app impacting 90 million members.
- Led the enrollment experience strategy within the growth design team, delivering intricate client-specific customized design solutions to enhance conversion rates.
- Collaborated with an Agile coach to deploy JIRA for project tracking, significantly enhancing visibility into the current status and sprint schedule of the product, development, and design teams, ensuring a successful product launch while maintaining high quality and minimizing miscommunication-related time wastage.

Chef iQ (CHEFMAN) | New York — *I.o.T UX designer*

Aug 2020 - Aug 2021

- Developed IoT product design strategy for a new product which is the 'Smart meat thermometer', overseeing its entire life cycle from concept development, foundational user research, evaluative usability testing, and final implementation to market launch.
- Successfully tripled user engagement time and doubled monthly active users on the consumer-facing CHEF iQ APP by leading design & branding strategy in various areas

NYU IT | New York — *Product design lead*

Apr 2019 - May 2020

- Spearheaded the development of a scalable design system, an internal tool that facilitated branding consistency and optimized product quality by streamlining the workload of designers and developers.
- Led the design of a web application that provided real-time status updates for printers across NYU buildings in New York City, serving over 60,000 users including students and faculty.

CHET | New York — *UX & branding consultant for a seed-stage startup*

Apr 2019 - May 2020

- Served as a UX design and branding consultant for a seed stage start-up in NYC, named 'Chet'. Advised on developing a product value proposition, improving branding, and enhancing user acquisition and engagement.

Samsung (Cheil Worldwide)— *Senior experience designer & art director*

Jan 2012 - Apr 2018

- Led product design strategy for a successful IoT medical device prototype, resulting in funding of \$100K from Samsung Creative Lab. Collaborated with hardware engineers, ER doctors at Samsung Medical Center, software engineers, and IoT product managers at Samsung Electronics.
- Led art direction and branding experience design, including digital marketing campaigns, for Samsung's consumer technology products such as the Galaxy series, Gear VR, Gear watch, and 360 camera, as well as global clients like Chevrolet, Burger King, AB InBev X 2018 Russia World Cup, Amore Pacific, Specialized, and others.
- Collaborated with Cheil's creative lab to research and develop new concepts for branding experience design, utilizing emerging technologies including AR, VR, wearable technology, AI, and more.

EDUCATION

New York University | New York, USA -*Master's degree*

2018-2020 | Interactive Telecommunications Program

Koomin University | Seoul, South Korea -*Master's degree*

2007-2012 | Interactive Telecommunications Program

RECOGNITION & AWARDS

2023 | Co-Director of NYC chapter, Design mentor for Healthcare & AI startup by Startup Grind

2023 | Selected member of art & tech committee by The national art club

2022 | Selected presenter of a seminar by Samsung medical center (The smart health lab)

2020 | Selected design & tech mentor by New Museum of Contemporary Art (NEW INC)

2020 | Blooming clock (AR mobile app) by CA Interactive award| Shortlist

2020 | Wine finder (AR mobile app) by CA Interactive award| Shortlist

2019 | Recipe controller (Wearable product & mobile) by NYC MEDIA LAB | Future Interface silver
2019 | Recipe controller (Wearable product & mobile) selected interview by Voice of America
2017 | The meticulous grandpa' by SPIKES ASIA | Silver prize in film creative
2016 | Talking pole' (connected medical device)' by Samsung Hackathon | The best project,
(Received 100K funding)
2015 | 'Touch is love' (Branding design for Amorepacific)' by THE PR | selected interview
2014 | Team Korea ambassador, Cannes young lion 2014, selected by Samsung marketing group
2010 | 'Disaster is begun' (Print advertisement design), Samsung Idea festival (Cheil AD awards) |
Winner of the year/ Grand Prize