

ROBIN KANG

UX & Product Design Leader

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PROFESSIONAL SUMMARY

UX and Product Design Leader with 10+ years shaping human-centered solutions in healthcare, finance, and e-commerce. Focused on generative AI to transform user interaction and deliver scalable outcomes across iOS, Android, and SaaS. Demonstrated success in driving 30–40% ROI through user-centered design and systems thinking.

CORE SKILLS

User Experience Design • Product Design Leadership • Generative AI Integration
Accessibility & Inclusive Design • Design Systems & Scalability • Cross-Functional Collaboration
End-to-End Product Strategy • User Research & Testing • ROI-Driven Outcomes

PROFESSIONAL EXPERIENCE

Praia Health – *Director of Product Design*

Chicago, IL (Remote) | Apr 2024 – Apr 2025

Digital health startup spun out of Providence (DIG)

- As part of product leadership, defined the end-to-end UX strategy for LabCorp and Walgreens integrations, an AI-powered self-service admin hub, and secure access features including SSO and Multi-Factor Authentication.
- Owned all UX design decisions and partnered closely with engineering to ensure optimal flows, technical alignment, and platform scalability.
- Partnered with sales and executives to position Praia's product, translating complex UX capabilities into clear, value-driven narratives for partners and stakeholders.

Providence Health & Services (DIG) – *Product Design Manager* | *Senior Product Designer*

Seattle, WA (Remote) | Feb 2022 – Apr 2024

- Managed and mentored designers across enterprise healthcare initiatives, fostering collaboration and elevating design quality.
- Led UX for AI-driven clinical chat workflows, implementing LLM guardrails to ensure accuracy, safety, and compliance.
- Designed and launched a message deflection feature that cut clinical messages by 30%, easing provider workload and burnout.

Ambry Genetics – *UX Design Specialist*

Aliso Viejo, CA | Mar 2021 – Feb 2022

- Led UX design for CARE precision medicine apps (B2B & B2C), adding a hereditary cancer risk assessment feature that promoted early detection and personalized care.
- Created A/B test programs, and interactive prototypes to validate concepts and refine features based on user feedback and performance metrics.
- Partnered closely with Product, TPM, BSA, and Engineering leadership to translate strategy into seamless, high-quality product experiences.

Ally Financial – *Senior UX Design Specialist*

Aliso Viejo, CA | Dec 2019 – Mar 2020

- Delivered end-to-end UX for data-intensive products within agile teams, balancing user needs with complex financial workflows.
- Championed accessibility across Clearlane digital platforms, ensuring compliance with WCAG standards and improving usability for all users.
- Contributed to the growth and refinement of the Ally/Clearlane design system, enhancing consistency, scalability, and design efficiency.

AWM – *Creative Director*

Aliso Viejo, CA | Feb 2017 – Jan 2019

- Led a six-person team creating storyboards, animations, and responsive design for frictionless checkout experience using facial recognition and computer vision.
- Boosted conversion rates by 40% for brands like Hershey's, Pepsi, Nerf, Walmart, and Mars via AWM SmartShelf technology.
- Executed creative strategies for trade shows like NRF and EuroShop, showcasing next-gen retail experiences.

Targus – *UX Design Manager*

Anaheim, CA | Sep 2011 – Feb 2014

- Redesigned Targus.com, boosting online revenue by 30% through improved UX and conversion flow.
- Designed microsites and mobile apps to support major product launches and drive engagement.
- Managed external agencies to deliver cohesive, high-quality digital experiences.

Guess Jeans – *Creative Design Manager / Acting VP of E-Commerce*

Los Angeles, CA | Mar 2010 – Jul 2011

- Led a 50+ person e-commerce team across four Guess brands; launched GuessKids.com and redesigned Guess.com and Marciano.com.
- Drove a 35% revenue increase, delivering \$30M above target; email campaigns fueled weekly sales growth.
- Art directed all e-commerce photoshoots, including lookbooks, product launches, and online holiday campaigns.

PROFESSIONAL HIGHLIGHTS

Recognition: *Web Awards For Best E-Commerce Design (Guess Jeans)*

U.S. Patents: *Optimizing messaging using machine learning • Simultaneously administering user accounts*

Earlier Career Roles: *UI Designer – Not That, This • UI Designer– Helio Mobile*

EDUCATION

MS, Human-Computer Interaction & Design

University of California, Irvine (UCI)

BS, Graphic Design

Woodbury University