

# ANNIE S. KOO

Senior Product Designer

[anniekoo.com](http://anniekoo.com) | [annie.sh.park@gmail.com](mailto:annie.sh.park@gmail.com) | Irvine, CA (Relocating July 2026)

## SUMMARY

Senior Product Designer with 8+ years designing complex SaaS, e-commerce, and growth products, from being the first designer on growing teams to collaborating within established product and design orgs. I simplify complex workflows, build scalable systems, and partner with Product, Engineering, Marketing, and Growth to ship measurable outcomes, including a 17.47% checkout transaction lift, multi-brand acquisition improvements, and 185% social reach growth. AI-forward practitioner who designs human-in-the-loop workflows with Perplexity and Claude and built this portfolio from scratch with Claude Code.

## EXPERIENCE

### **Design & Growth Strategist | Acts2 Network (Journey) | Taipei, Taiwan | June 2025 - July 2026**

- Led digital strategy for Journey across multiple Taipei universities, owning Instagram content and cadence and coordinating with campus teams to promote key events; grew reach 185%, 900+ followers, and profile visits 242% in 8 months.
- Designed an AI-augmented content workflow with Perplexity for research, concepts, and copy drafts, serving as the human-in-the-loop gatekeeper to refine prompts, approve outputs, and protect tone and brand integrity.
- Coached volunteer designers and mentored 10+ students on life and career decisions, then led a handover workshop and month-long review to onboard the incoming digital lead before relocating.

### **Senior Product Designer, Growth | LawnStarter (SaaS startup) | Remote | February 2025 - May 2025**

- Embedded with the Growth team to improve new-customer acquisition across landing pages for three brands (LawnStarter, Lawn Love, Home Gnome) during a focused 90-day engagement.
- Independently initiated a heuristic audit of key acquisition and onboarding flows, surfacing and prioritizing 44+ UX opportunities based on severity and estimated impact as your primary handoff before relocating.
- Presented findings to Growth and Product partners and delivered Figma prototypes and flows for the highest-impact items, with a subset pulled into the roadmap as an implementation-ready backlog.

### **Senior Product Designer | Pens.com (eCommerce) | Remote | July 2020 - February 2025**

- Proposed and ran an optimization initiative on an under-resourced checkout microsite, validating a change in 12 days that drove a 17.47% transaction lift, 13.24% conversion lift, and 15k in additional revenue with no engineering work.
- Partnered with engineering and payments stakeholders to consolidate three agent-driven payment portals and the main site checkout into a single, scalable platform, reducing maintenance overhead and simplifying email-link purchases for customers.
- Redesigned product detail and list pages for core merchandising flows, improving how information and pricing were presented and supporting smoother add-to-cart journeys.
- Helped establish a more repeatable UX workflow as the first UX hire by onboarding three designers, contributing to a shared design system, and coaching peers on stakeholder collaboration and critique.

## **Product Designer | Events.com (SaaS startup) | San Diego, CA | December 2017 - July 2020**

- Designed end-to-end SaaS experiences for an event management platform, spanning research, user flows, wireframes, information architecture, and interactive prototypes.
- Led and executed a self-service onboarding experience for independent organizers as the sole product designer, enabling them to set up and manage events without account managers and helping reduce Customer Success support load.
- Recruited and moderated user interviews and usability sessions for self-service, turning organizer feedback into requirements and design iterations that de-risked the rollout; mentored four design interns through regular reviews and feedback.

## **EARLIER ROLES**

- Visual Design Lead – Acts2 Network · Led and mentored a 7-designer team creating marketing and web assets, introduced simple critique rituals and asset reviews, and managed delivery in Asana.
- UI/UX Design Intern – Lytx · Redesigned SaaS flows for fleet safety coaches and prototyped an onboarding solution with engineers.
- Web Designer – UC San Diego · Designed research-driven websites using interviews and card sorting to inform IA and usability.

## **SKILLS**

- Design & Strategy: Product Design, UX Strategy, Interaction Design, Complex Workflows, Design Systems, Growth & Experimentation, Information Architecture, Visual Design.
- Research & Experimentation: User Research, User Interviews, Moderated & Unmoderated Testing (UserTesting, Hotjar), Heuristic Evaluation, Journey Mapping, Funnel Analysis, A/B Testing, Experiment Design, Research Synthesis.
- Systems, Collaboration & AI: Figma, Prototyping, Design Systems Libraries, Logic Documentation, Cross-Functional Collaboration, Stakeholder Communication, Workshop Facilitation, Mentoring & Coaching, Prompt Engineering, AI-Augmented Workflows (Perplexity, Claude, Claude Code), Human-in-the-Loop Evaluation.

## **EDUCATION**

University of California, San Diego | B.S. in Cognitive Science, Human Computer Interaction