

JIEUN HONG

Product design leader working across AI products, platforms, and 0→1.
I turn product uncertainty into a decision a team can build on.

jieunhong.com
linkedin.com/in/jieunhong
hongji416@gmail.com
New York

Nayya

Product Design Lead
2024—Present

Lead design for an AI benefits platform that touches 3M+ employees through HCM partners including ADP, Workday, iSolved, MetLife, and Guardian. Own product strategy, 0→1 incubation, and platform systems with a small design team.

- **AI-native platform** — Rebuilt the product as an AI-first experience spanning UX, chat answer training, new surfaces and systems, and ongoing development.
- **Choose Relaunch** — Lifted utilization 70%; engagement moved from under 20% to 48%; supplemental health sales 2× after the relaunch.
- **Platform eligibility model** — Defined the product model for multi-tier eligibility so Implementation and CS could configure accounts without engineering one-offs, cutting backend exceptions in half.
- **Product incubation** — Took Leave from 0→1 into market with a client partner, and ran Claims Advocate as the first D2C test; 500+ people entered that experience.

Modu Agency

Director
2022—2024

Directed product, brand, and digital experience work for startups and growth-stage clients. Owned the relationships and built the delivery team.

- Built and led a freelance delivery team across engineering, design, and marketing. Shipped 1 product launch, 2 proofs of concept, and 2 rebrand-to-market projects.
- Partnered with founders on product vision and design for 3 early concepts they used to test the market and raise investor conversations.

BetterUp

Senior Product Designer
2021—2023

Owned website rebrand and design system work across B2B and D2C surfaces.

- Led the site redesign and built a reusable module system for brand, partner, and event pages.
- Ran A/B tests aimed at conversion and delivered winning designs into the live site.
- Created a data-viz kit used across web, social, and sales materials.

Equinox

Senior UX Designer, Equinox +
Furthermore
2017—2021 · promoted from UX
Designer

Designed digital experiences across membership, partnerships, and Furthermore, spanning web, app, and in-gym.

- Owned Equinox.com page design and the site module library, including ongoing page updates and templates.
- Launched digital and physical partnership experiences for brands including Amex Platinum, Delta, Cole Haan, and ASICS.
- Built the ad/content ecosystem between Equinox's online magazine and the member app — circulating editorial into the app and driving users into partnership experiences.

Strategy

Product strategy, 0→1 incubation, design leadership, cross-functional alignment.

Product

AI product design, platform and systems, design systems, B2B2C benefits and health.

Craft

Figma, prototyping, research synthesis, product storytelling.