Jason Jeong

929-255-7595 | jeongjason5914@gmail.com | jason-jeong.com | medium.com/@jeongjason5914

Education

Northwestern University **Expected Mar 2027**

Bachelor of Science in Product Design and Development (GPA: 3.84) Evanston, IL

- **Coursework:** Human-Centered Product Design, UX Design, Digital Product Development, Product Management

Experience

Nyck AI **Jan 2026 – Present**

Founding Designer Hybrid – Chicago, IL

- Build a design system of 150+ tokens and 50+ components, shipped as a developer code package and a Figma library.
- Design end-to-end experiences for an AI-powered B2B procurement platform serving midsize food manufacturers.
- Conduct competitive analysis of agentic AI procurement products to identify key market differentiators.

Root Inc. **Jun 2026 – Aug 2026**

Product Design Intern Remote

- Mapped the core customer journey and sitemap of Root's product, used in product team alignment sessions.
- Designed 16 high-fidelity concepts proposed for the product roadmap, grounded in quantitative Mixpanel and Mode metrics.
- Conducted competitive analysis of customer retention strategies across the auto insurance industry.

Shopify **Apr 2026 – Jun 2026**

Product Management Intern – SEGAL Capstone Evanston, IL

- Led a 5-person team through a 3-month Shopify capstone on helping college students start their own businesses.
- Ran 8 user interviews and competitor research that invalidated the AI-first brief, reframing the problem around mobile-first selling.
- Designed and tested a Shop app redesign letting students build a shop and sell in-app without full store setup, earning 83% approval from 7 student testers.

City of Evanston **Sep 2025 – May 2026**

Digital Services Intern Evanston, IL

- Redesigned the city website's navigation to WCAG 2.1 AA standards, improving content hierarchy for 5,000+ residents.
- Applied WCAG 2.1 AA standards to a sub-website redesign, delivering an accessible experience to 2,500+ residents.
- Analyzed site performance with UX principles and user behavior analytics to identify usability gaps.

Plaza Marketplace **Mar 2025 – Jul 2025**

Founding Designer Evanston, IL

- Designed an end-to-end mobile app launched on the App Store, driving 250+ organic downloads in its first month.
- Created a scalable brand guide and cross-platform design system, reducing development time by 75%.
- Designed the onboarding experience, achieving a 48% activation rate.
- Led design of product and video upload flows, generating 130+ product listings and 30+ video submissions.

Projects

Desy AI | *Founder – Startup* **Sep 2026 – Present**

- Building a GitHub-connected design-to-code canvas that lets product designers edit real front-end code and submit changes as pull requests, targeting the design-to-engineering handoff bottleneck.
- Conducted and synthesized 15+ discovery interviews into core pain points that defined the 0-to-1 product vision.
- Analyzed the competitive landscape of agentic AI research and design tools to shape positioning.
- Lead go-to-market strategy and GTM engineering to reach product designers at SaaS companies with separate engineering teams.

Leadership / Extracurricular

Quark Design Labs **Jan 2025 – Present**

Co-Founder, Co-President & UI/UX Tech Lead Northwestern University

- Co-founded a McCormick-recognized design organization, defining its mission and growing membership to 200+ students.

Technical Skills

Design & Research: UI/UX Design, Design Systems, Design Tokens, Design Engineering, Information Architecture, Journey Mapping, Discovery Interviews, Competitive Analysis, Accessibility (WCAG 2.1 AA), Agile Sprints
Design Tools: Figma, FigJam, Figma Make, Framer, Miro, Spline, KeyShot, Jitter, Adobe Creative Suite, Wix, Datawrapper, Flourish
Code & AI Tools: HTML/CSS, MATLAB, Racket, Claude Code, Claude Design, Cursor, Lovable, ChatGPT, Grok