RHO, YEON HEE (YENNY)

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[Product Designer] AI-powered Products & Scalable Systems

Senior product designer with 15+ years of experience across Amazon, Samsung, and founder-led startups.
Specialized in designing AI-enabled consumer products, system-level UX, and cross-platform experiences from 0→1 to global scale.
Known for simplifying complex technologies into intuitive, inclusive products used by millions worldwide.

User-Centered Design | AI-Powered UX | AR/VR Interfaces | Interaction Design | Usability Testing | HW-Constrained Design | Design Systems | Product Strategy | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

[DNNR Tech] Co-founder | Product & UX Design (2024–Present)

- Co-founded an AI-driven consumer product studio; led product strategy, UX, and end-to-end design from ideation to launch.
- Designed and launched multiple mobile apps from 0→1, reaching 60K downloads within 6 months.
- Led TJ Near & Hot, a food discovery app achieving 10K+ DAU by translating real-world shopping behavior into actionable insights.
- Established founder-level design practices: rapid AI-assisted prototyping, UX writing, and continuous user feedback loops.
- Leveraged generative AI tools (ChatGPT, Gemini, Claude, Ideogram) to accelerate research, ideation, and iteration.

[Amazon] Product Designer (2022-2023)

- Led redesign of Amazon's mobile design system across iOS and Android, improving usability for 150M+ global customers.
- Simplified first-time AR shopping experience by reducing onboarding from 11 to 6 steps.
- Partnered with PMs, researchers, and engineers to align system-level UX with business and customer needs.

[Samsung Electronics] Lead Senior UX/UI Designer (2002-2022)

- Led system-level UX and interaction design for global consumer products across mobile, wearable, TV, and VR platforms.
- Defined design strategies and scalable interaction models under hardware and platform constraints.
- Designed multi-device VR experiences, contributing to 7M device sales in the first quarter of launch.
- Won iF Design Award (Gold) for user-centered, ergonomic product design.
- Mentored and led a team of designers while contributing as an individual designer on core systems.

EDUCATION & CREDENTIALS

Master of Science (MS), Technology Innovation (Equivalence of HCI) – University of Washington, Seattle, WA
Master of Science (MS), Cognitive Science – Yonsei University, Seoul, Korea
Bachelor of Engineering (BE), Computer Science – Sogang University, Seoul, Korea

AWARDS | PUBLICATIONS | PATENTS

PUBLICATION

IEEE GHTC 2021: Demonstration of low-cost EEG system providing communication for patients.
ACM Petra 2021 conference: Methods of identifying touched areas have been wiped properly.

AWARDS

IF Design 2012 Gold design Digital X-ray medical device, XGEO GC80

PATENTS (selected, 60+ citations)

US9760239B2 / US9003324B2/ KR101469520B1
Control device and controlling method thereof (Cited 61)

WO2013187663A1 / US20190259089A1 / US10311503B2 / KR102138609B1 / JP2019149167A / CN104364811B / EP2859521A4
User terminal device for providing an electronic shopping service and methods thereof (Cited 29)

US10157191B2 / WO2011021907A2 / KR101660271B1 / JP5791605B2 / CN102473304B / AU2010284736B2 / CN104063175B
Metadata tagging system, image searching method, device, and method for tagging gesture (Cited 28)

KR20140027029A / BR112015003536A2 / AU2013306625B2 / RU2015110261A
Apparatus and method for determining item based on interaction environment (Cited 15)

WO2019164092A1 / US20200410769A1 / KR20190101827A / EP3748473A1 / CN111742281A
Electronic device for providing second content for first content displayed on display according to movement of external object, and operating method therefor

WO2019103350A1 / US20200401213A1 / EP3705982A4 / KR20190058839A
Apparatus and method for adaptively configuring user interface

US20110193810A1 / KR20110092049A
Touch-type display apparatus, screen division method and storage medium thereof (Cited 8)

WO2013103187A1 / US20130173622A1 / KR101909127B1 / EP2801041A4
System and method for providing keyword information

KR20150046572A
Mobile communication terminal, battery cover, and payment method using the same (Cited 1)

KR20130126019A
User terminal apparatus and control method thereof

VOLUNTEER / COMMUNITY IMPACT

• SimpleSteps (Volunteer): Redesigned a career platform for immigrant women, increasing active usage by 120%.