

DaHee Kang

Design Researcher with empathy and passion to create impact

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WORK EXPERIENCE

Senior UX Researcher at Coupang

Seoul, South Korea | August 2020 - Current

Coupang is the biggest E-commerce platform in South Korea. I execute various research activities to serve rapid launch and iteration.

- Lead research projects in the company's first international service launch within 6 weeks via agile testing while collaborating with Product Owner, Designers, Developers, and more.
- Suggest actionable insights to enhance the app and service performance after launch by building an international recruiting process and running lean research.
- Helped the service acquire 8k customers in the first 4 weeks of its launch in Taiwan.
- Utilized various research methodologies to improve the search experience and contributed to the sales increase by 110%.

Founder/Design Researcher at UX Rescue

Remote | January 2020 - Current

Founded a UX volunteer community to create social impact by connecting them with NGOs in need. Lead a community of 3k global volunteers while practicing design thinking.

- Manage projects, personnel pool, marketing, ops, and more while educating both UX volunteers and NGO/NPO stakeholders on experience design principles.
- Create and manage over 30 project groups while designing and iterating processes across design, research, project management, and more.

Experience Design Researcher/Strategist at Peru Hop

LIMA, PERU | April 2018 - May 2019

Peru Hop is one of the largest tourism companies in South America. I cultivated a human-centered mindset to guide key design decisions across the company.

- Performed robust research on the user journey. Created personas and user segmentation to innovate design and branding strategy.
- Increased email marketing revenue by 300% within 4 months of execution.

Freelance Design Researcher

South America | August 2017 - April 2018

Worked with various tourism organizations in South America delivering human-centered design strategies to businesses.

- Increased website traffic by 200% through a website and marketing revamp utilizing research findings.

Experience Design Researcher at Life Time

UX Designer/Architect Intern at Life Time

MINNESOTA, USA | June 2015 - June 2017

Life Time is a fitness company in North America. I was a design researcher for various experience design projects.

- Led design research projects for complex health digital products and processes while successfully delivering actionable insights collaborating with senior stakeholders from different teams such as HR, marketing, and more.

EDUCATION

University of Minnesota
B.A. - Psychology
awarded May 2016

SPECIALITIES

Lean UX
Design Thinking
Research Ops
Mixed Methodology
Research Design
Data Analytics
Ethnography
Interview
Journey Mapping
Persona
Survey
Workshop Facilitation
Usability Testing
Storytelling
Agile

TOOLS

Miro
Aurelius
User Testing
Dscout
Notion
Adobe Suite
Google Analytics
InVision
Figma
MS Office

SCHOOL OF LIFE

Traveled/Worked across

Latin America
North America
Oceania
Asia

Volunteered in

Disaster Relief
Education
Animal Rescue
Patient Mental Health Care
and more