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Portfolio

I turn fragmented, ambiguous problems into one coherent experience, validated by data and adopted across teams and markets.

Content

p3 Scaled a local initiative to a region

A self-initiated discovery became the standard for a 3-market, 19+ touchpoint account redesign at a global luxury brand.

p11 Led 0 to 1 with executive buy-in

Drove a mobility service from strategy and value proposition to a full brand and UI system, backed up to the CEO and Chairman.

p19 Grew engagement with experiments

Disciplined A/B testing lifted session time +6.7% and D1 retention +5.7% on an AI news product.

How a self-initiated discovery in Korea became the template for a 3-market, 19+ touchpoint account redesign

- Global Luxury Brand
- Senior Digital Experience Designer



Challenge

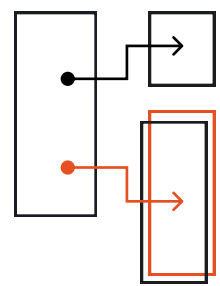
One customer, fragmented across 19+ touchpoints

Each touchpoint grew its own registration flow, data fields, and logic over time. The same customer became multiple disconnected accounts, which meant poor data quality for the business, and repeated registration across touchpoints for the customer.



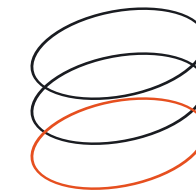
1. No single view

No one had mapped the full account journey across all touchpoints from the customer's perspective.



2. No shared standard

Across Korea's 19+ touchpoints, registration began in different ways, through different entry points, and collected different data fields. The same sign-up produced inconsistent records depending on where it started.



3. No defined scope

Teams pictured the "Account Journey" differently. Some saw it as registration only, others as a broad on/offline omni-channel concept, with no shared definition of what it actually covered.

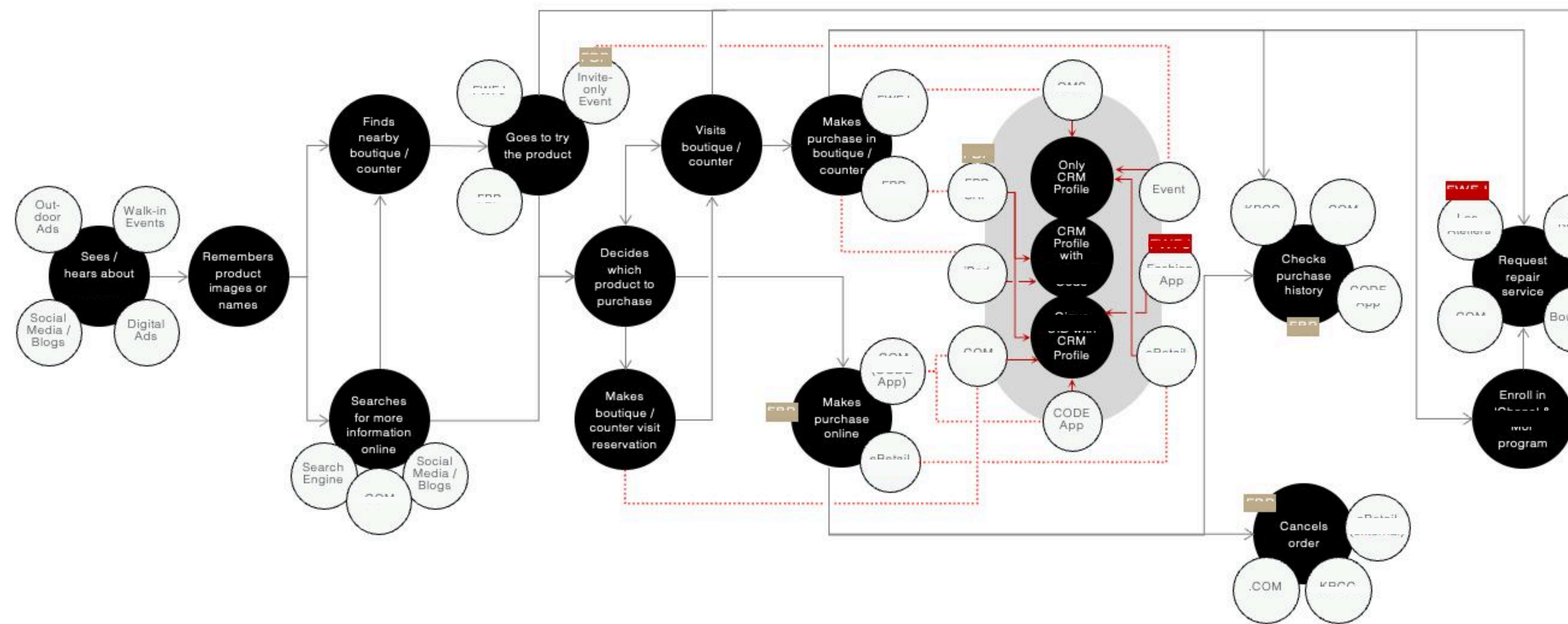
Approach

Started before the region did, and owned it end to end

Rather than wait for a top-down directive, I initiated the KR discovery independently and carried it from current-state mapping all the way to screen design.

1. Mapped the As-Is firsthand

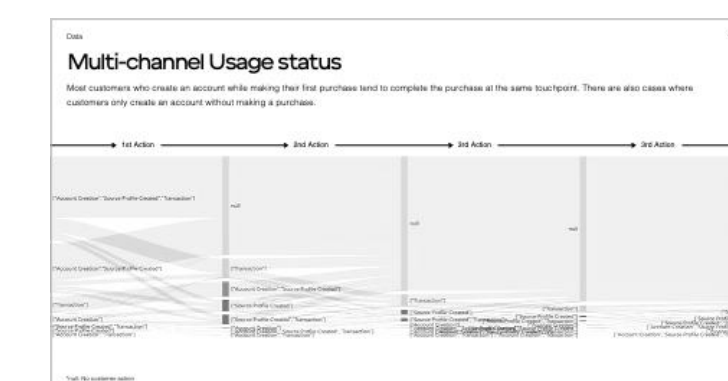
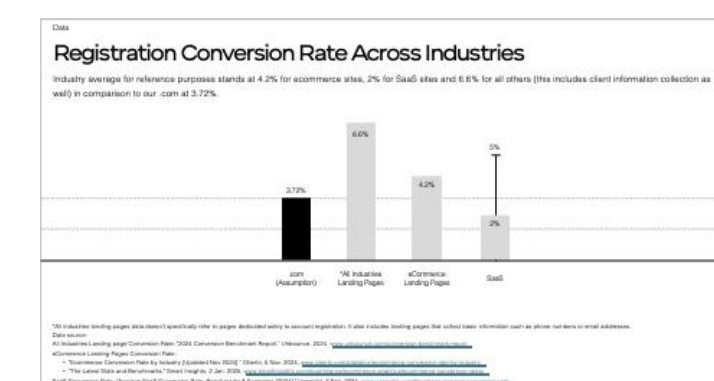
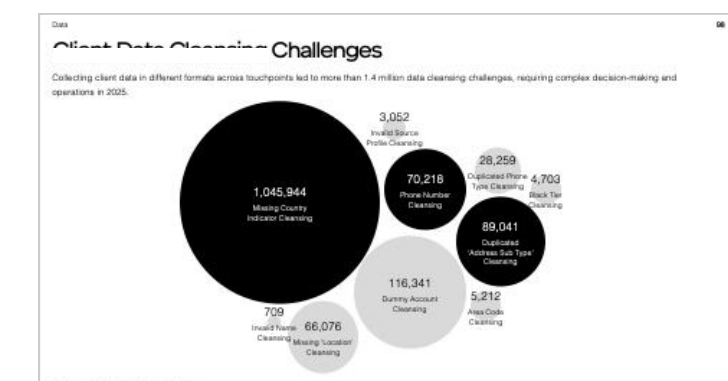
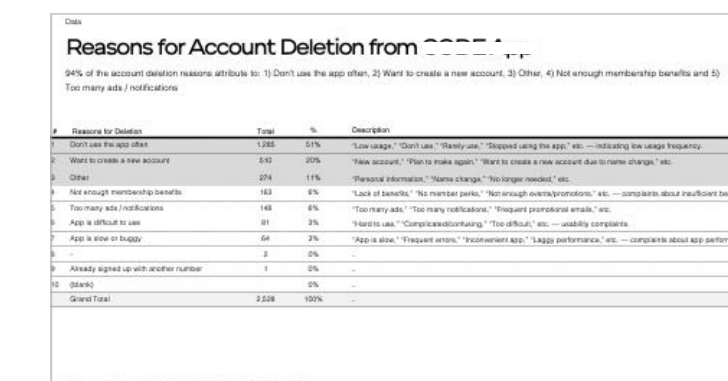
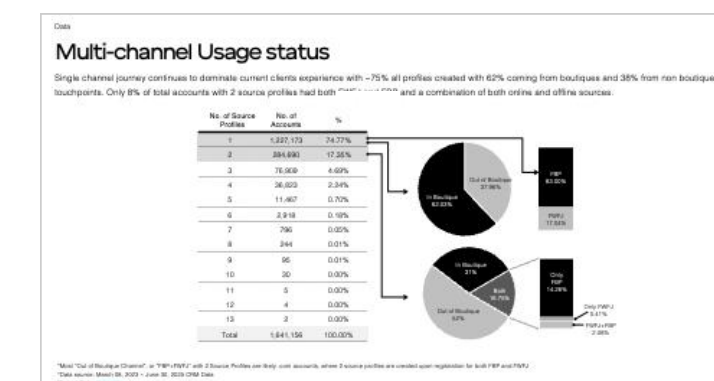
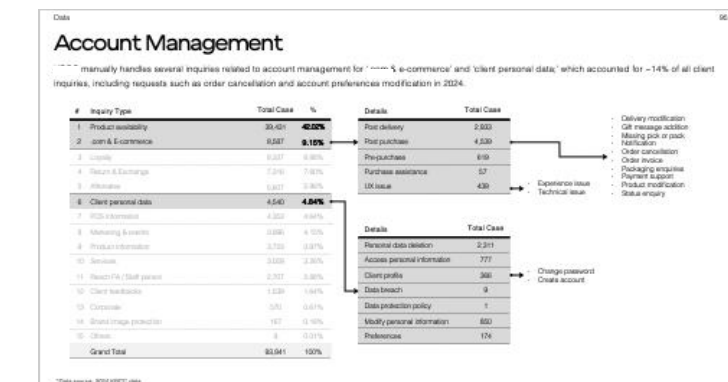
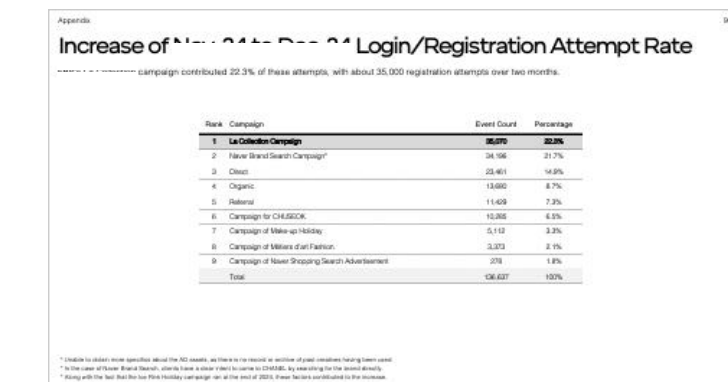
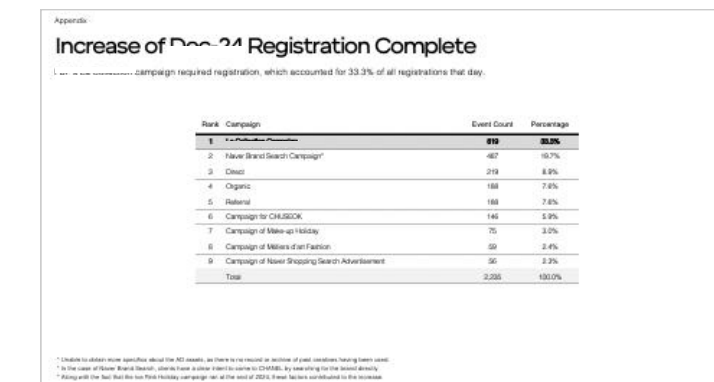
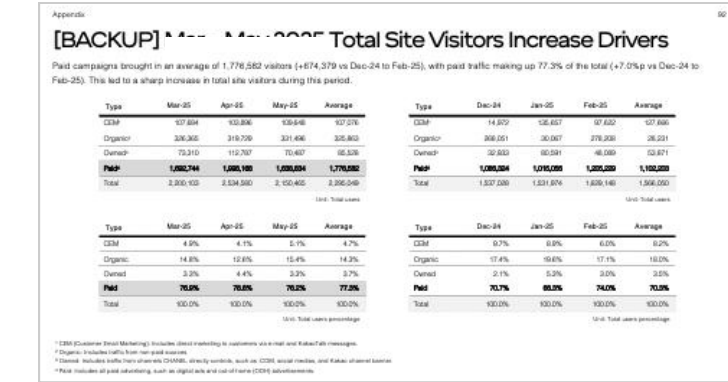
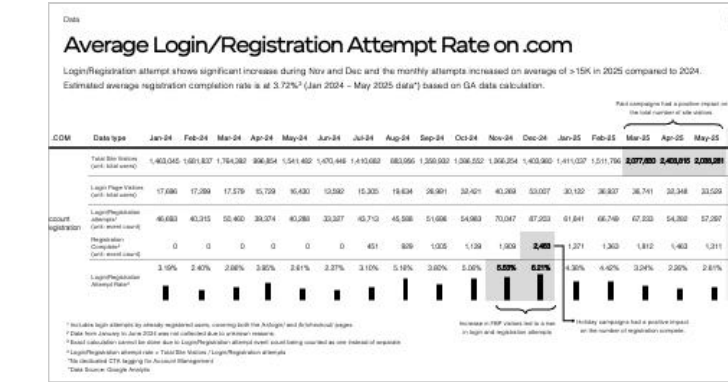
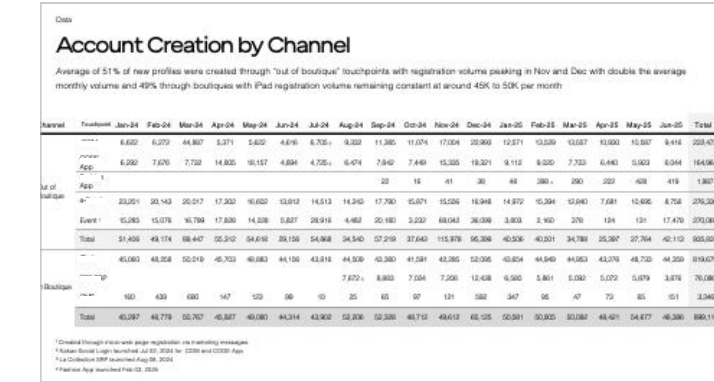
Navigated every Korea touchpoint as a customer, documenting registration flows, fields, and authentication instead of relying on secondhand docs.



Approach

2. Defined the data layer before design

Worked with data and engineering to set cross-market standards (name, phone, email, address) so records could be matched correctly, preventing rework at scale.



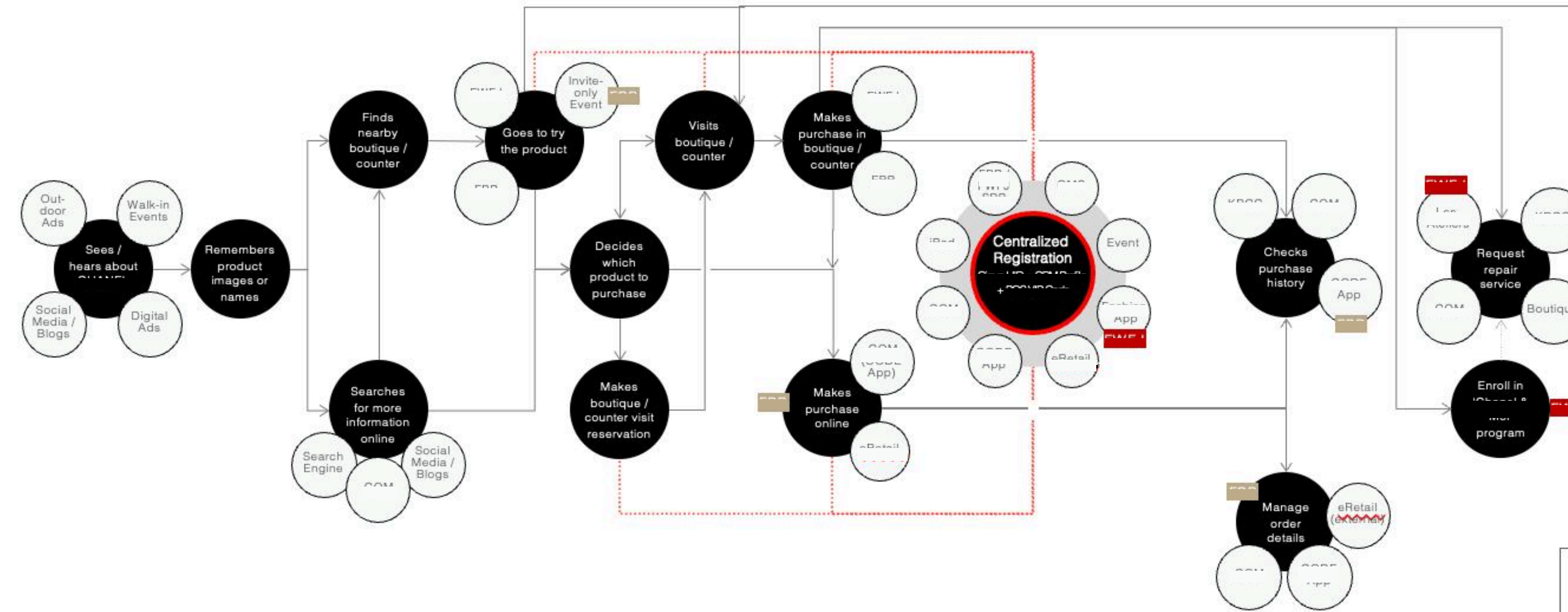
Approach

3. Unified the flow without forcing every touchpoint to be identical

Instead of rebuilding all 19+ touchpoints to work the same way, I built one centralized registration flow that every touchpoint feeds into, so entry points could stay different while every sign-up ran through a single consistent flow.

For the data gaps, I reached out to each touchpoint owner individually, made the case for registration consistency, and aligned the required fields so the same information was captured everywhere.

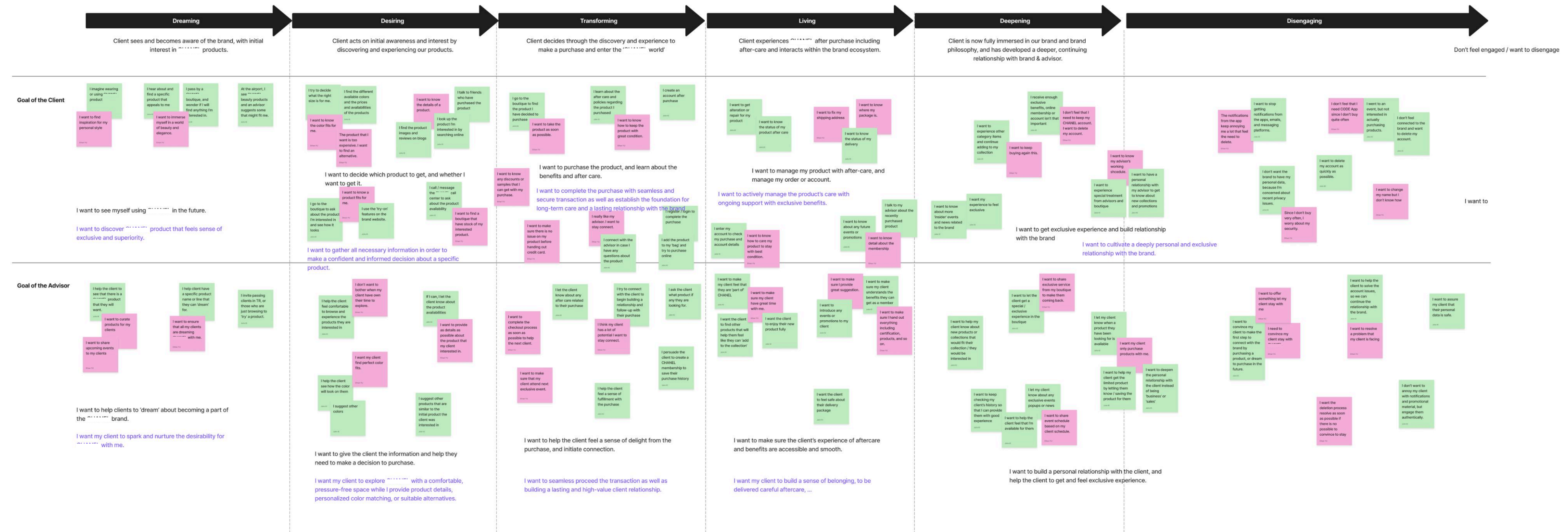
The result blended both instincts: standardize what drives data consistency (the flow and the fields), stay flexible on what doesn't (where each touchpoint starts).



Approach

4. Defined the account journey end-to-end

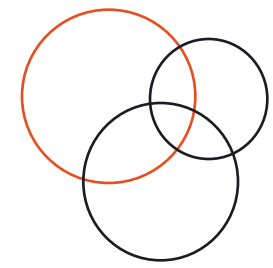
Set one shared definition spanning the full lifecycle: Account Registration, Account Management (Reserve, Check, Update, Save), and Account Deletion, so the team designed against a single boundary instead of competing interpretations.



Result

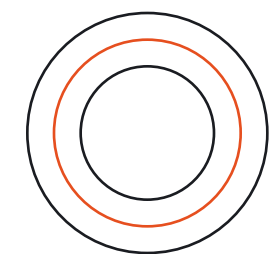
A local initiative became the regional framework

The work didn't end as a Figma handoff. It changed how the region runs the entire program.



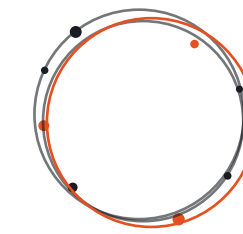
1. Set the regional standard

The Korea discovery methodology and AS-IS framework were adopted by the regional team as the template for Hong Kong/Macau and Taiwan.



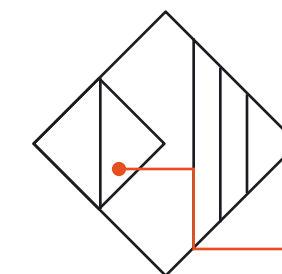
2. Created the first full picture

The first end-to-end view of registration across all 19+ Korea touchpoints, from the customer's perspective, so every team could finally see the same journey.



3. Delivered a complete UX solution

Covered the full lifecycle: AS-IS mapping → key findings → To-Be proposal → screen design, ready to move into development.



4. Approved and moved to build

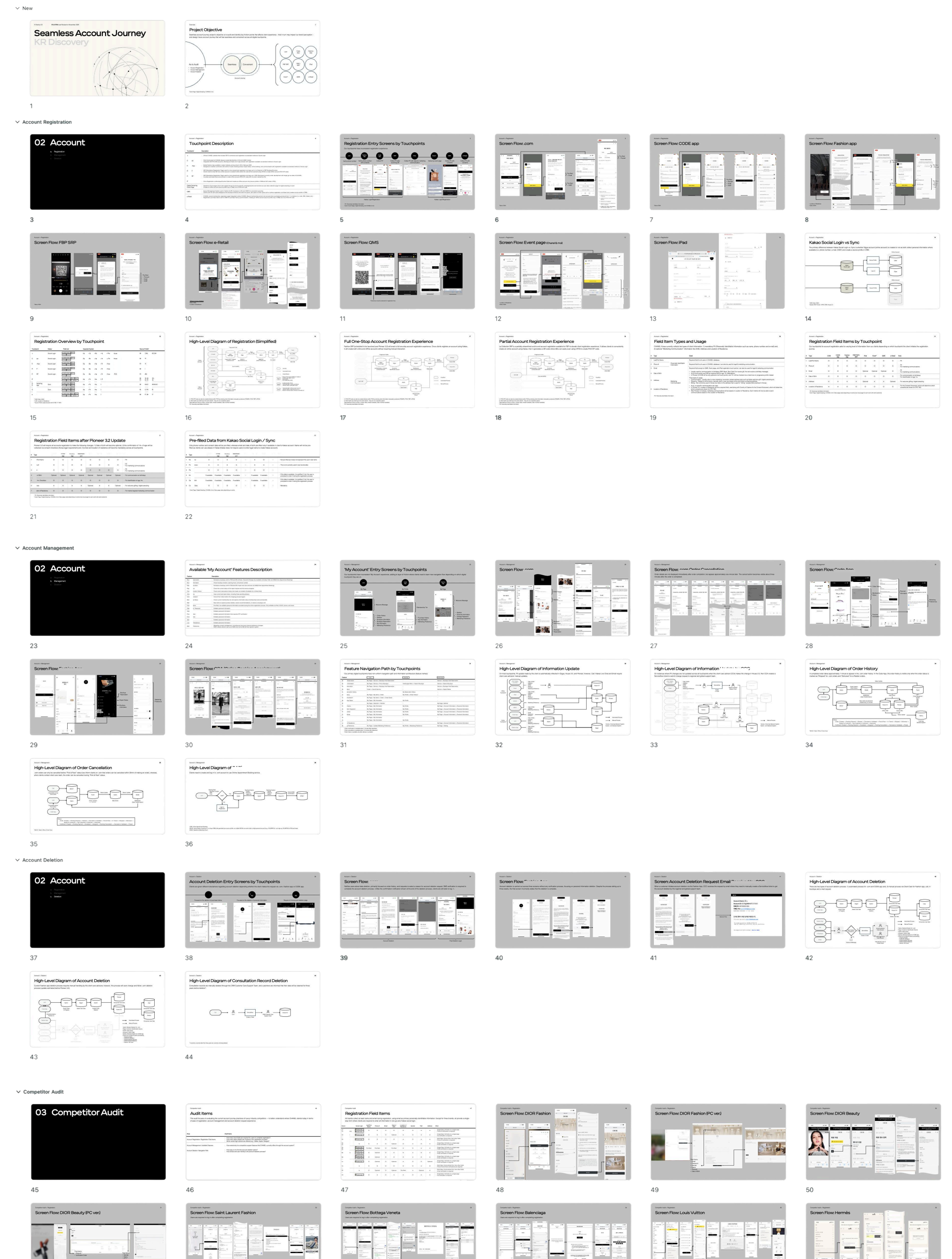
Presented to senior leadership, approved, and advanced from design into development.

Key Takeaway

Consistency doesn't require uniformity

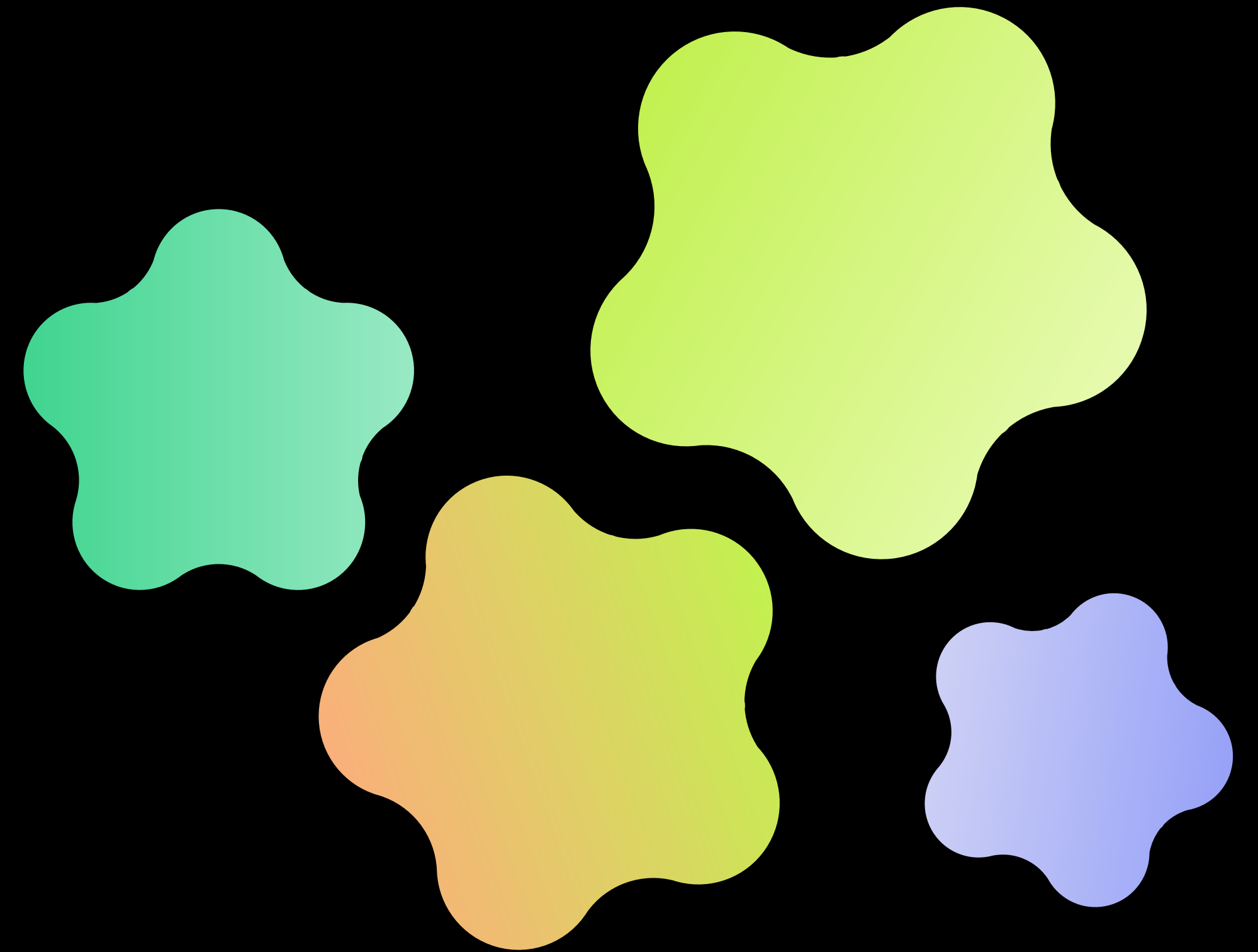
Discovering the problem, proposing the solution, and designing the screens myself kept continuity intact: the same insight that made the discovery useful shaped every screen.

The hardest decision wasn't making everything the same. It was choosing what to standardize (the flow and the data it collects) and what to keep flexible (where each touchpoint begins).



Repositioning a local-currency taxi-hailing service from 'better' to different

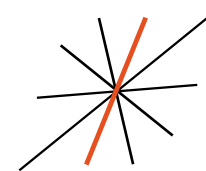
- KONA Mobility
- Senior UX Designer



Challenge

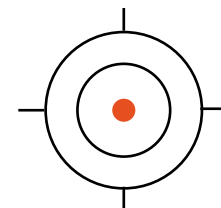
Growth was stalling, and dispatch success was the ceiling

KONA Mobility runs local-currency taxi hailing across Busan, Incheon, and Cheonan, roughly 7,000 calls a day. But every city shipped as a separate app, and the core metric, dispatch success rate, had plateaued.



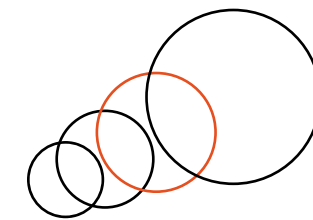
1. Fragmented by city

A separate app for each city meant users re-downloaded and relearned the service every time they moved.



2. A matching problem

Dispatch success is a supply-and-demand match. Adding features to the hailing flow alone couldn't move it.



3. Growth tied to new users

Data showed call growth tracked new-user inflow, not existing users hailing more often.

Approach

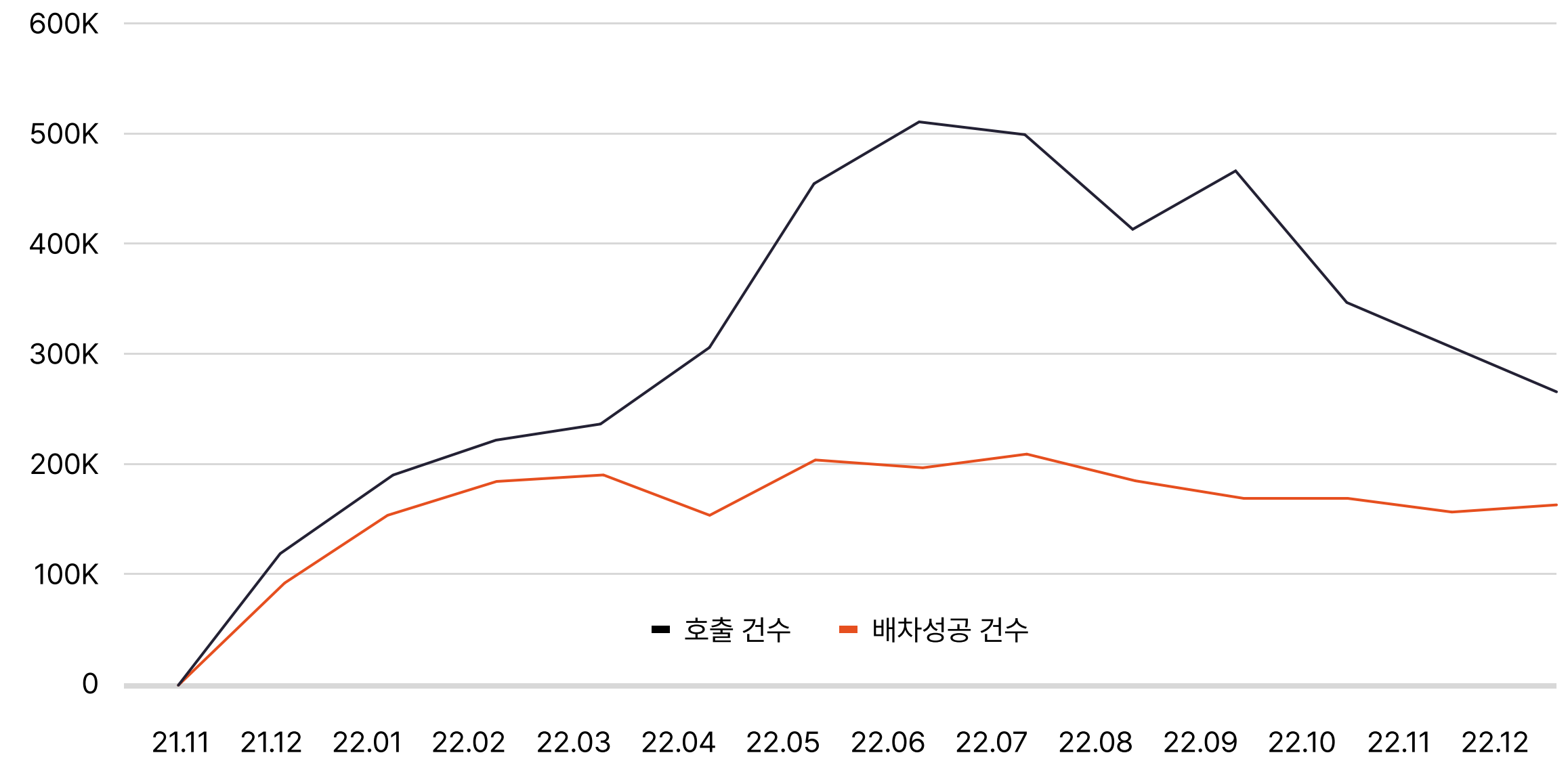
Started with the data, and owned the reposition end to end

Rather than optimize the existing flow, I let one data signal set the strategy, then carried it all the way from a new value proposition to a full brand system and the shipped hailing and payment experience.

1. Found the real lever in the data

Worked with data to deep-dive MAU, conversion, N-day retention, call volume, and new-user inflow across 2021 to 2022.

The pattern was clear: call growth followed new users coming in. So the bet became a differentiated experience that attracts new users, not another optimization of the existing flow.



Approach

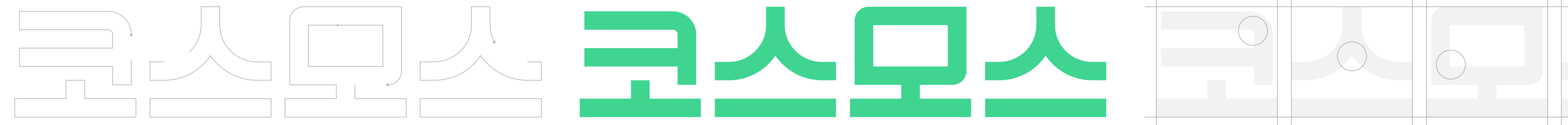
2. Reframed the relationship: friend to friend

The market sells a driver-and-passenger transaction. I reframed the ride as friend-and-friend: shared interests, an easier social tone, and tolerance for a slightly longer wait.

I monetized it through KONA's local-currency payment infrastructure, unlocking fares that rivals structurally can't match.



Approach



3. Built the Cosmos brand system

Designed a retro-neutro identity, 'Cosmos', drawn from 1980s Korean taxi lettering. Core value: sharing enjoyment. Slogan: Move Together.

Delivered the full system: logo, color, typography (Pretendard), iconography, and graphic motif, so the new positioning showed up consistently across every screen.

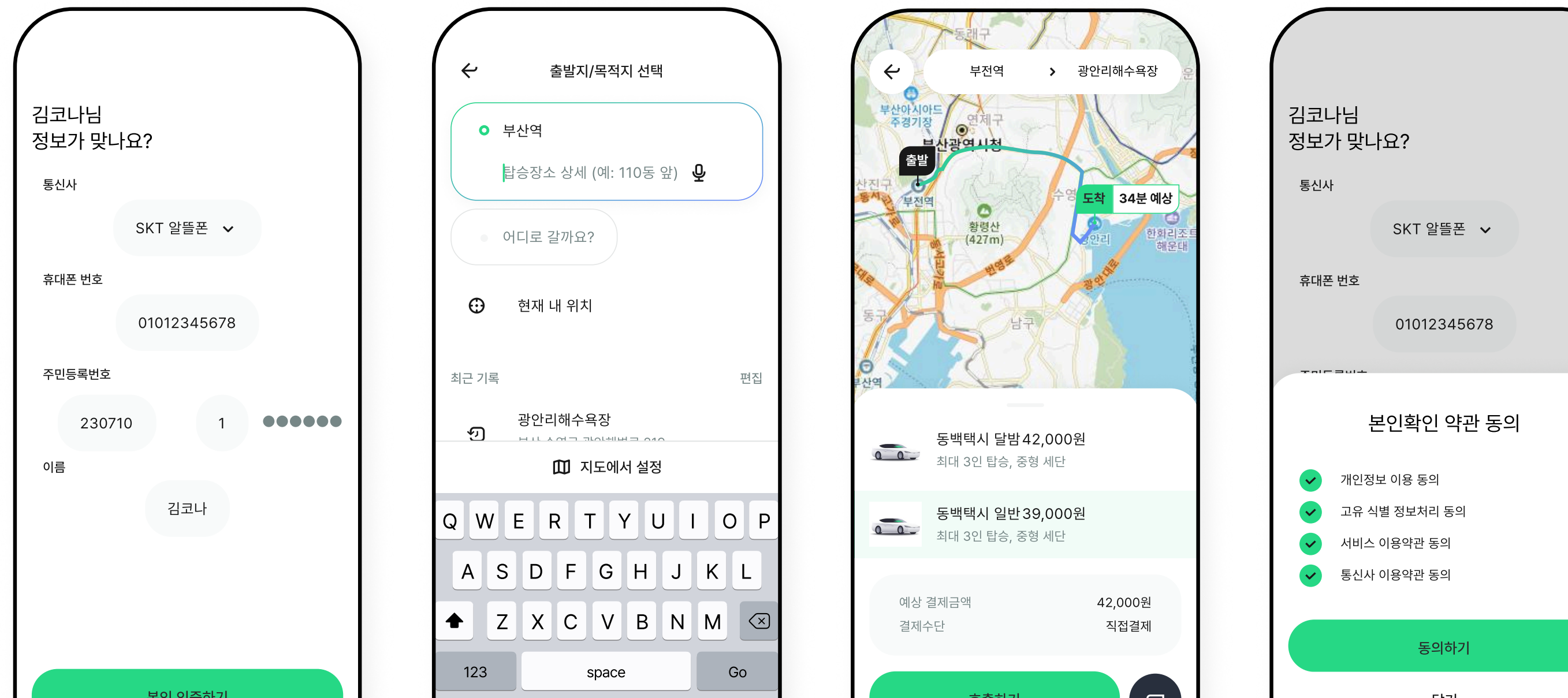
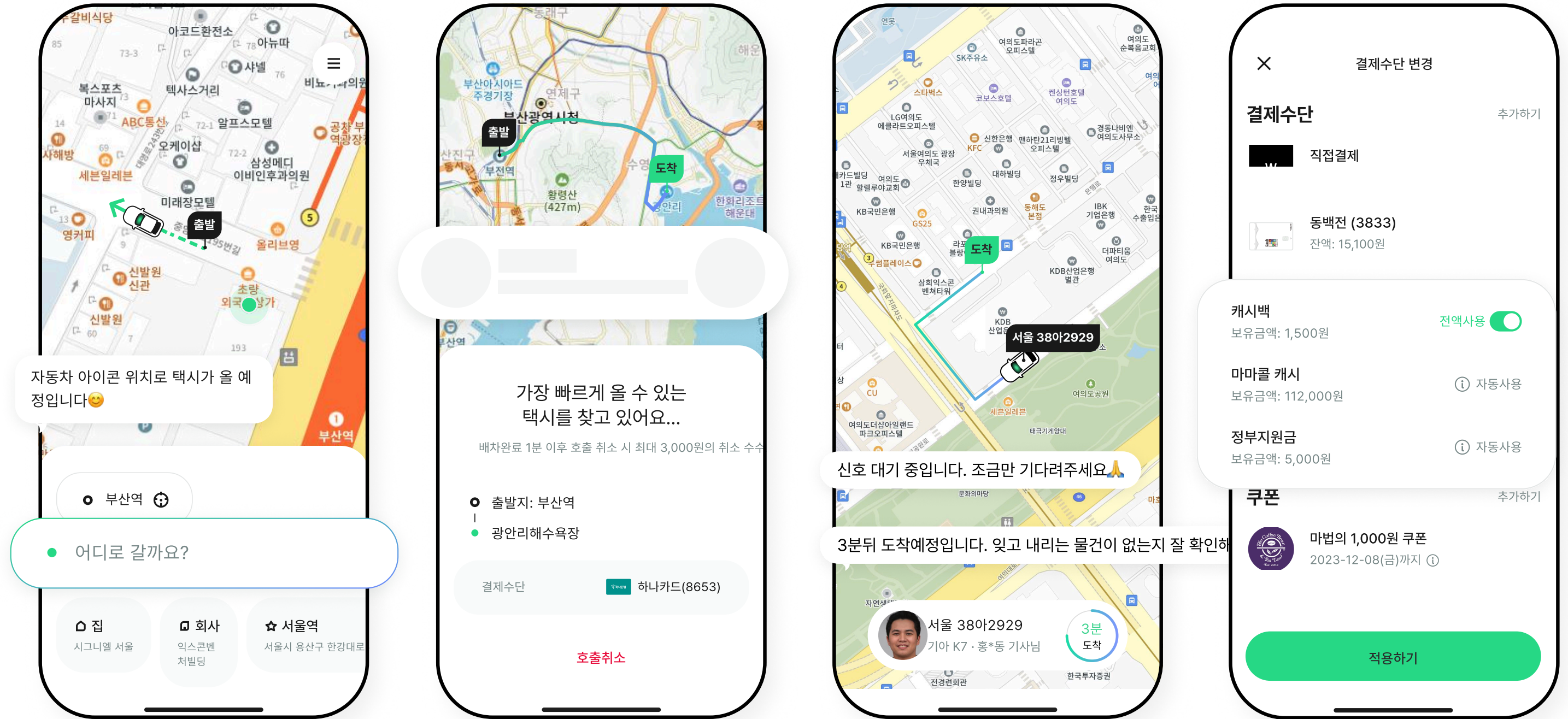
<p>White</p> <p>RGB 255, 255, 255 HEX #ffffff</p>	<p>코스모스 Green</p> <p>RGB 64, 213, 144 HEX #40D590</p>	<p>Black</p> <p>RGB 0, 0, 0 HEX #000000</p>
<p>코스모스 Light Green</p> <p>RGB 154, 234, 197 HEX #9AEAC5</p>	<p>코스모스 Orange</p> <p>RGB 250, 176, 123 HEX #FAB07B</p>	<p>코스모스 Yellow Green</p> <p>RGB 195, 242, 80 HEX #C3F250</p>
<p>코스모스 White Green</p> <p>RGB 231, 251, 176 HEX #E7FBB0</p>	<p>코스모스 White Purple</p> <p>RGB 207, 210, 245 HEX #CFD2F5</p>	<p>코스모스 Purple</p> <p>RGB 152, 163, 248 HEX #98A3F8</p>

Approach

4. Designed the unified hailing and payment flow

Built one hailing experience that works the same in every city, plus a payment flow tied to each area's local currency, a benefit no competitor can offer.

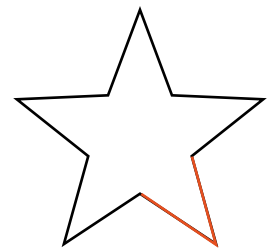
Example: paying with Busan's Dongbaekjeon returns 10% cashback, carried through the flow with a consistent speech-bubble motif.



Result

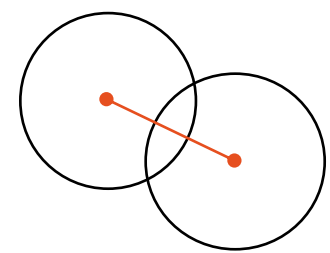
A validated bet, backed from the top

Positioned to launch with a clear metric spine and executive support behind it.



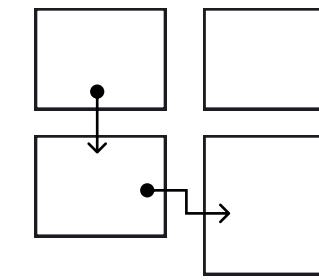
1. Set the north star

Made new-user inflow the North Star metric and designed screen-level tracking to validate the bet after launch.



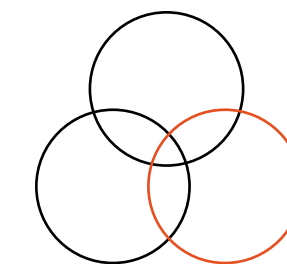
2. Secured executive buy-in

Aligned the group head, director, and president, up to the Kona I Chairman, on the strategy.



3. Shipped a design system

Built and handed off the Cosmos design system so the team could build against one source of truth.



4. Advanced into development

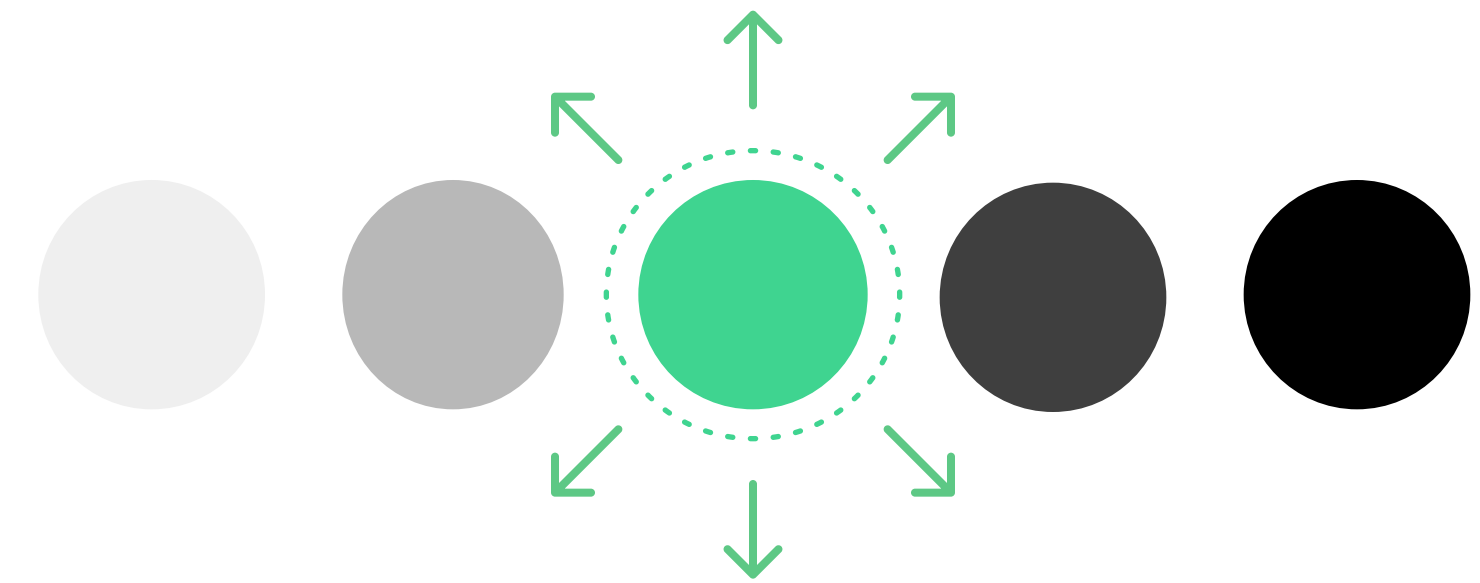
Moved from strategy and design into development.

Key Takeaway

Differentiation beats optimization in a saturated market.

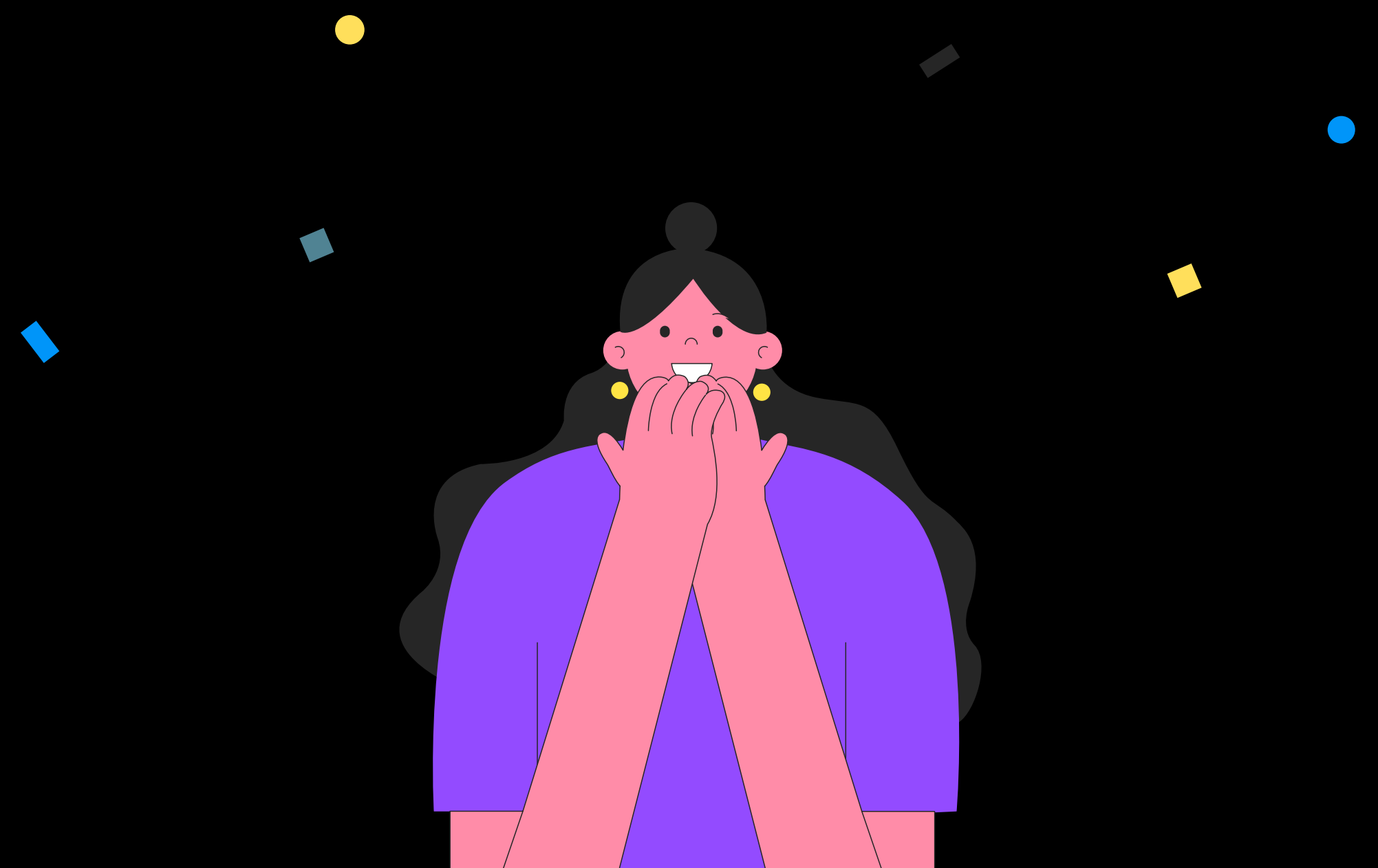
When the core metric is a match between supply and demand, more features rarely move it. A different relationship does.

Reframing the ride from a transaction into a shared experience gave the product a reason to exist that competitors couldn't copy.



Four experiments to grow engagement, and the discipline of killing the ones that didn't work

- Headlait (Bigpearl)
- Product Designer

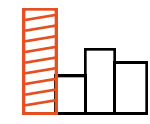


Challenge

Readers were drowning, not engaging

Headlait recommends personalized news with AI.

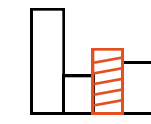
Interviews and surveys across four reader types surfaced a consistent problem: more content wasn't the same as more value.



40%

Headline scanners

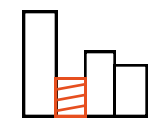
Skim titles and summaries fast; want a lot of information at a glance.



25%

Social followers

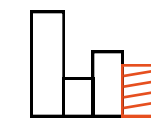
Reach news through friends and influencers on social media.



15%

Deep divers

Read in depth on specific topics; expert and analytical readers.



20%

Video-first

Prefer video over text; consume news on platforms like YouTube.

Findings

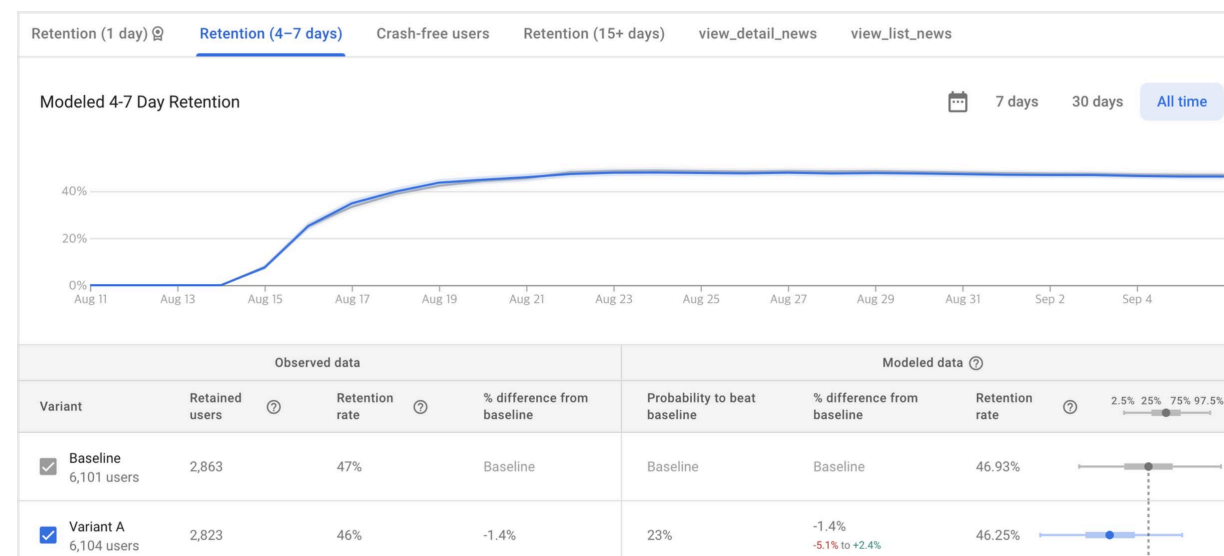
Two bets that didn't move the needle

Honest negatives that redirected the effort.

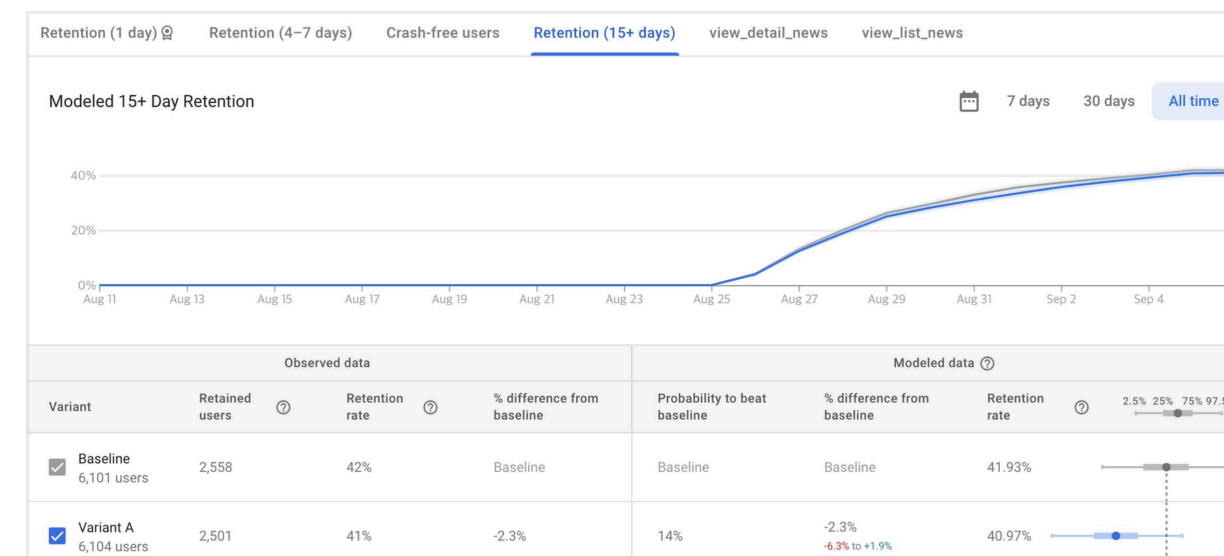
1. Personalizing the category tab

Reordering the top category tab to each user's habits felt intuitive, so I A/B tested it on ~6,100 users per group.

The variant didn't beat baseline: A small set of heavy tab-users gained minor convenience, but retention didn't move and no new users converted. So I cut it.

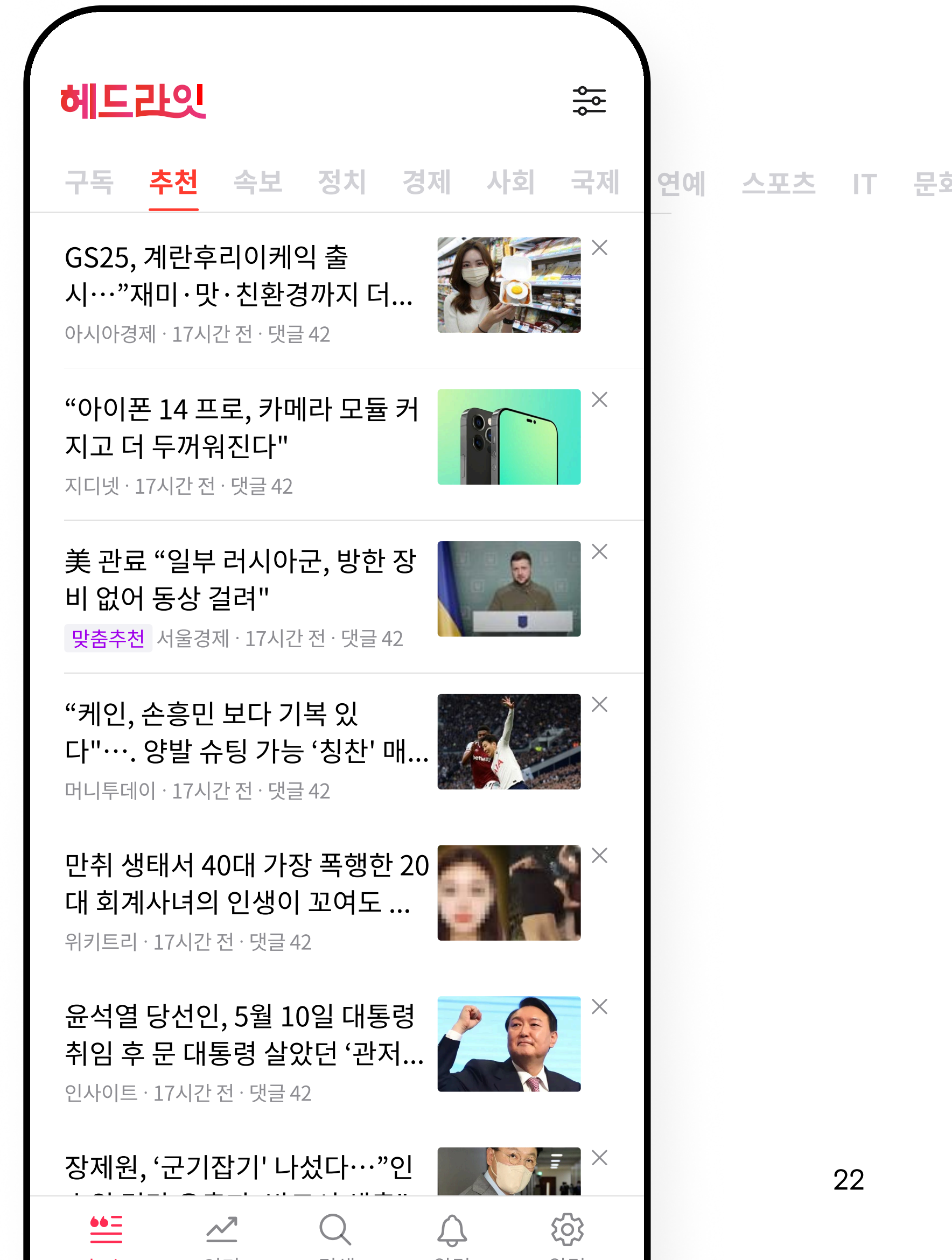


-1.4% · D4-7 retention
23% prob. to beat baseline



-2.3% · D15+ retention
14% prob. to beat baseline

Category
Tab

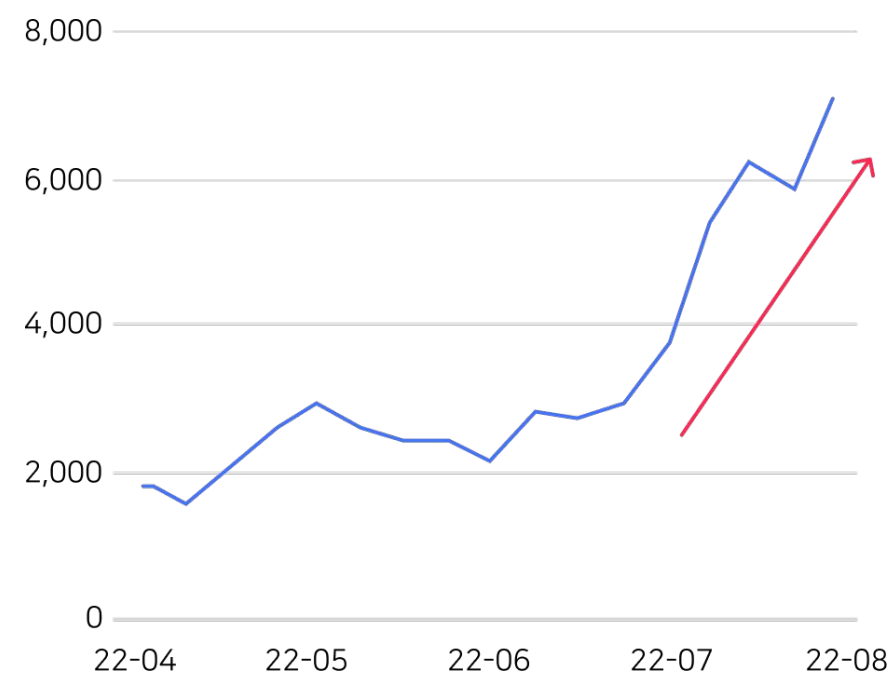


Findings

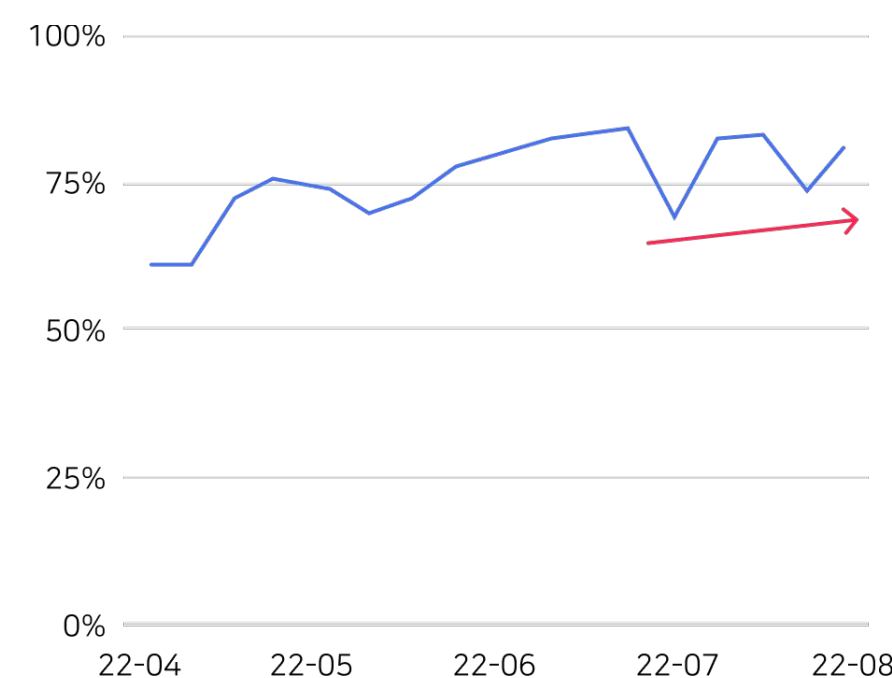
2. More content volume

If readers were drowning, maybe they just needed more to choose from. So I roughly more than doubled daily content, from about 3,000 to 6,800 articles.

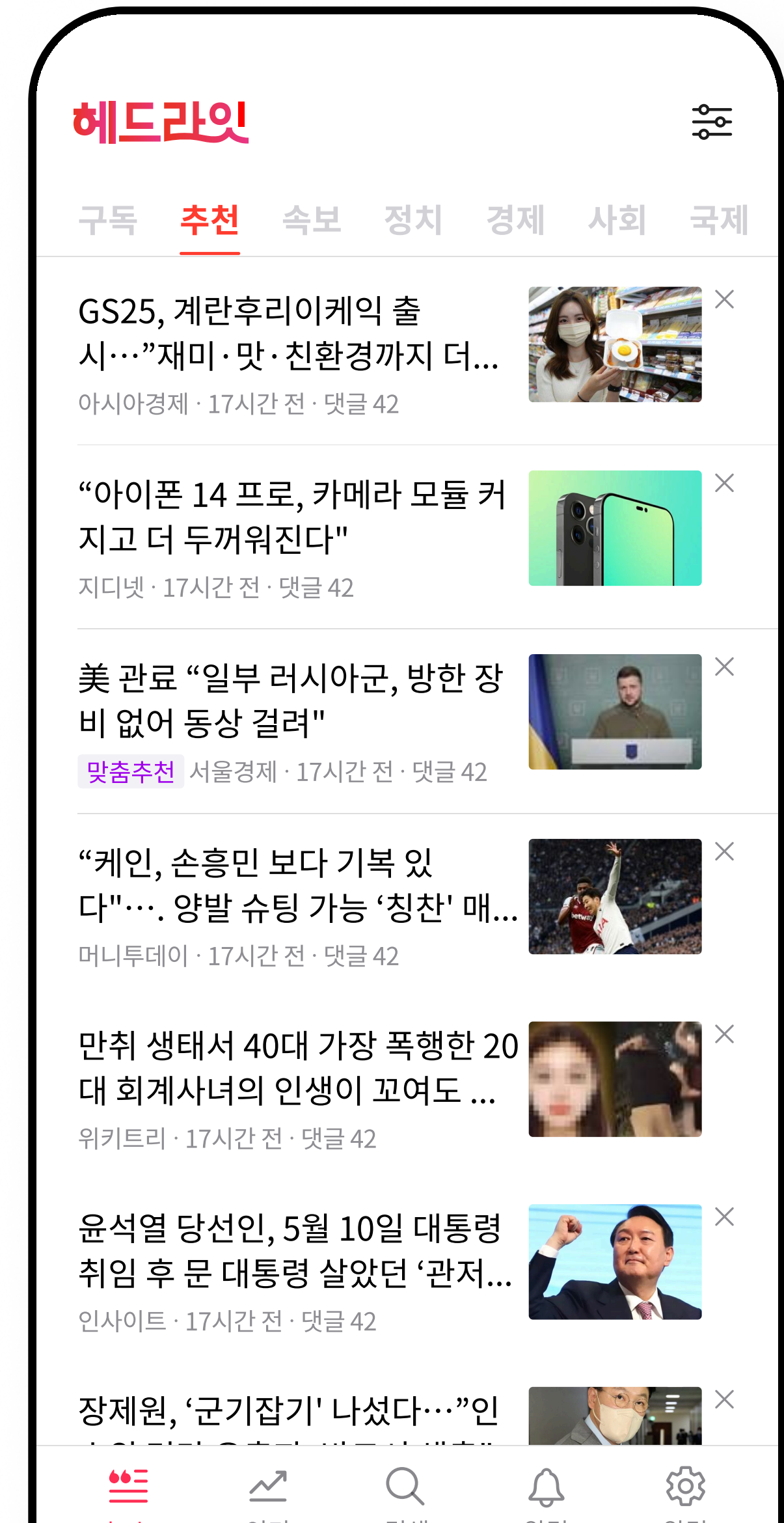
Volume climbed sharply, but retention stayed flat (~70-80%, no meaningful change). Mainstream volume was already enough; more of the same added no value. So I cut it, and the null result pointed to the real lever: not more content, but more diverse content.



2.3x daily content volume



No change in retention



News Contents

Result

Diversity and continuity drove real gains

Once volume was ruled out, the wins came from the right kind of content and a continuous reading experience.

1. Content diversity

The lever wasn't more content, it was more varied content. I added about 300 diverse-topic articles a day, roughly 3% of volume.

In an A/B test (~3,900 users per group), the diverse group beat mainstream-only on both metrics: session time +6.7% and existing-user D1 retention +5.7%. A small, deliberate slice of variety did what tripling volume couldn't.

Group	Sample (users)	Avg. session time	D1 retention (existing users)
Mainstream news only	3,929	476	34.3%
With diverse-topic content	3,994	508 (+6.7%)	36.4% (+5.7%)

A/B Test Result



Content Diversity

Result

2. Continuous reading

Readers hit a dead end at the bottom of each article, so I appended a related-articles feed to keep the journey going.

The related-articles design lifted time in app +5.0% and views +5.5%. Honest tradeoff: baseline kept a slight edge on D4-D7 retention (+2.3%) and time per article (+1.7%), but overall readers stayed longer and read more.

Metric	Baseline	Related-articles design
Time in app	-	+5.0%
Retention (D4-D7)	+2.3%	-
Views	-	+5.5%
Time per article	+1.7%	-

Related-articles A/B test result



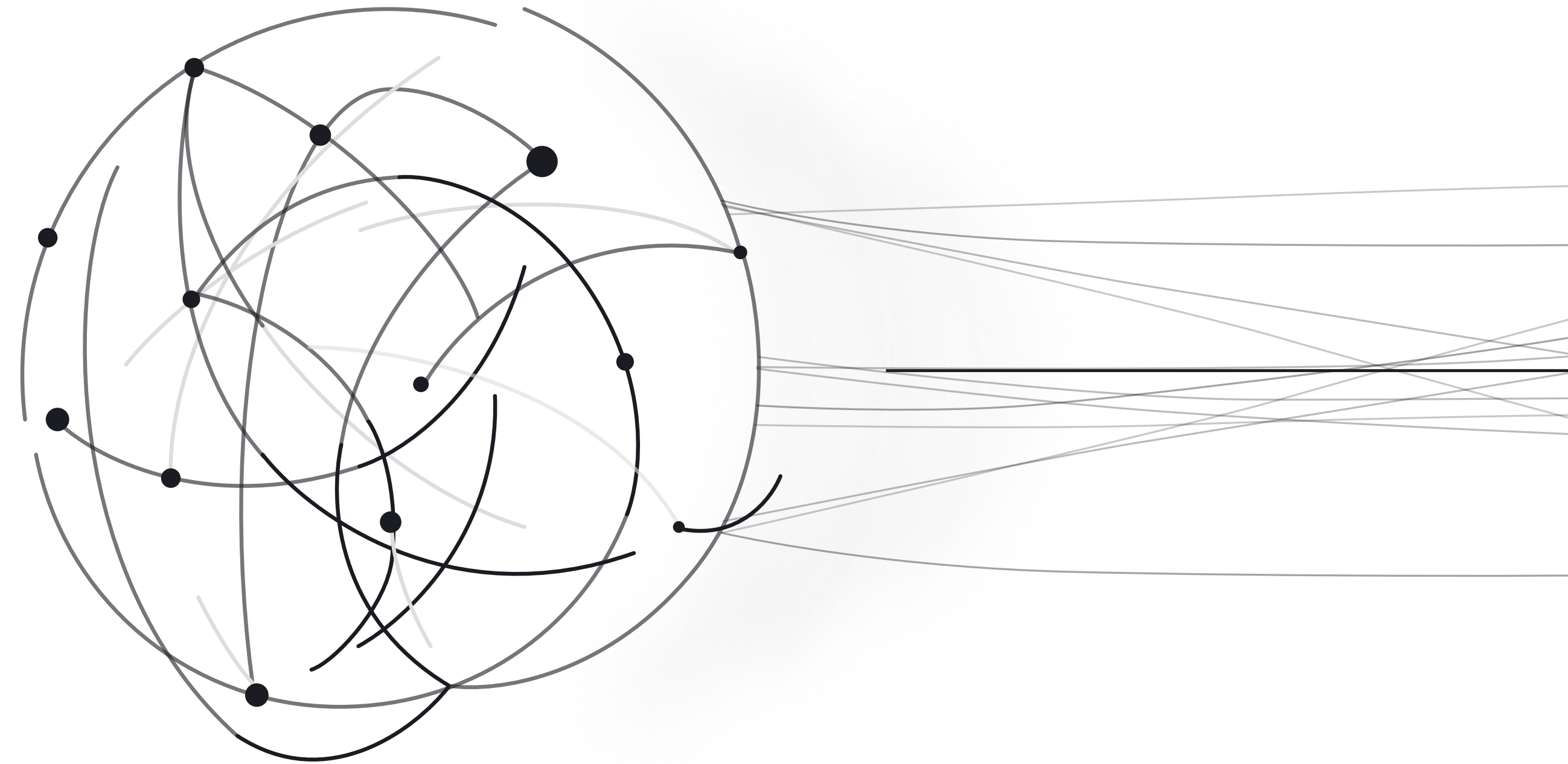
Related Articles

Key Takeaway

Volume isn't value; the right diversity is.

The experiments only worked because we were willing to disprove our own hypotheses and follow the data to the real lever.

That rigor, paired with a design system built for a scaling team, is what turned four sprints into durable engagement gains.



Thank you.

Happy to walk through the decisions behind any of these