ANTHONY WILSON

Senior Product Designer

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Seoul, South Korea

WORK EXPERIENCE

Senior Product Designer

Jobis & Villains, *20 million+ users*

JUNE 2021 - PRESENT / Seoul, South Korea

- Led product design for 30+ zero-to-one initiatives on a tax platform serving 20M+ users, with one project driving 10× revenue growth in under two years.
- Drove design team adoption of AI tools, training designers on AI-assisted workflows to accelerate ideation, iteration, and delivery.
- Owned the app's home screen (2M+ MAU), increasing overall CTR by +90%p through data-driven A/B testing.

Chapter Design Lead

Jobis & Villains, *20 million+ users*

JULY 2024 - JULY 2025 / Seoul, South Korea

- Led and coached a team of 4 product designers, managed performance, while single-handedly owned design for 2 cross-functional teams across 14+ projects, filling PM and data analysis gaps during a company-wide hiring freeze.
- Achieved measurable growth during a period of overall user decline due to emerging competitors: home screen redesign drove +90%p CTR, business tab redesign achieved 2.3x conversion, and overall app D+1 retention by +4.3%p.

Product Designer

Smoothy, *1.8 million+ downloads*

SEPT 2020 - JULY 2021 / Seoul, South Korea

- Designed a Gen Z–focused group video calling app with interactive AR filters for global audiences.
- Delivered responsive layouts for dynamic, multi-participant video interfaces across diverse screen types including phones and tablets in both iOS and Android.
- Audited and established a system to deliver multi-language support for the service.

Lead Product Designer

Angelswing, *B2B Startup*

JAN 2019 - AUG 2020 / Seoul, South Korea

- Joined as the founding designer, built the design team, and established end-to-end UX design process and engineering handoffs for South Korea's first drone data analytics platform for the construction industry.
- Led the complete product redesign, lifting CSAT by 20% and achieving an NPS of 66.7 with excellent UX accreditation (UEQ).

EDUCATION

Korea Advanced Institute Of Science And Technology (KAIST)

SEPT 2014 - 2018

Cum Laude
B.Sc Industrial Design (HCI) & Business and Technology Management

Hong Kong University Of Science And Technology (HKUST)

SUMMER 2017

Marketing & Technology Innovation

Seoul National University

MARCH - NOV 2019

Korean Language Program

LANGUAGE

English
Bilingual proficiency

Korean
Professional working proficiency

Indonesian
Native

HONORS & AWARDS

Grand Prix of KAIST Undergraduate Research Project (URP)

Project : Interactive 360 Video Based Virtual Reality to Improve Gym Experience

Winner Of Asia Design Prize

Social innovation award

KAIST Full Scholarship Recipient

Full undergraduate scholarship (4 years)