

Joonwoo Park

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Summary

Product designer for early stage startups. I work zero to one: I figure out what to build, design it, and ship it myself, directing AI coding agents in React, TypeScript, Next.js, and Swift. In 2026 I designed and shipped seven products end to end: two live at real URLs, one on the Chrome Web Store, one in Apple App Review, one waiting on a client's launch, and two my friends and I use privately. A lot of that work is designing for a category with no reference yet, including AI features where the model is sometimes wrong and the interaction has to absorb it. Cognitive Science (Design & Interaction) from UC San Diego, June 2026, gives me a research grounded read of how people use products. I use it to decide what not to build.

Experience

Switchless | IoT Smart Home Startup

Oct 2024 – Jun 2025

Product Designer

Remote

- Designed the app for Switchless, an early stage startup, from zero as its product designer: one place to see and control five kinds of sensor data. The competitor path requires separate sensors from separate companies stitched across separate apps; Switchless is one device and one app.
- Designed the Automation Builder so a non technical person can set up “if the room drops below 64 degrees, turn on the living room light” in one guided flow. There was no pattern to copy, because competing single sensor apps cannot express a rule that crosses sensors at all.
- Built the Figma component library and token system every screen was assembled from, so the app stayed consistent through weekly direction changes and developer handoff became a walkthrough instead of a cleanup round.

Brilliance Exposed | Design for America, UCSD

Jan 2026 – Jun 2026

Lead Product Designer & Engineer

San Diego, CA

- Owned design and the front end build for an international exhibition site, the only one of 7 people working across product thinking, visual design, and production HTML, CSS, and JavaScript, so nothing was lost between the Figma file and the shipped page.
- Turned a competitive audit of 10 exhibition sites into the brand system the whole team built from, and used Claude Code and Cursor to get from Figma exploration to working interface code the same day, so design review happened on the real page instead of a mock.

Deejays & Vinylphiles Club | UCSD

Nov 2024 – Jun 2026

Creative Director & Marketing Manager

San Diego, CA

- Led brand and creative direction for one of UCSD's biggest electronic music orgs: grew Instagram to 3.8K followers (about 900 added across September and October). The Sun God Afterdark campaign passed 129,000+ views, and RAVEYARD II sold out Bloom Nightclub's 500 person capacity.

Selected Projects

Walking to the Moon | Swift 6, SwiftUI, SwiftData, HealthKit, TypeScript backend

Jul 2026 – present (App Review)

- Designed and built a native iPhone app that turns Apple Health walking distance into progress toward the Moon, owning it from the brand and token system to the shipped Swift app, built with AI coding agents I directed. Version 1.0 went to Apple App Review on Sep 23, 2026, after 47 TestFlight builds, with 1,329 tests passing, in English and Korean.
- Wrote the product voice as three rules the app can be tested against, including honest numbers: the visuals may zoom, the numbers never accelerate. That rule decides edge cases like a restored device that cannot know its own start day.

Laterlist | Express, PostgreSQL, Supabase, Claude API, Vercel

Jul 2026 – present (private)

- Designed and shipped the first version in four days because YouTube's own API cannot read Watch Later at all. Validated on a library of about 2,900 videos, working end to end with Google sign in and 306 passing tests. I use it daily; it isn't public.
- Designed the AI interaction for a model that is sometimes wrong: every classification is overridable and the override sticks permanently, so a wrong guess costs the user one correction instead of the same correction every week.

Provecho! Coffee | User research, design system, Astro, Playwright, Vercel

Apr 2026 – present (real client, awaiting launch)

- With a team of four, took a real San Diego roaster from 9 user interviews to a signed creative brief and a 38 screen design system, then rebuilt it solo as a production Astro site with 466 passing browser tests, so the owners judge a working site on their phone instead of a Figma link.

Education

University of California, San Diego

Graduated Jun 2026

B.S. in Cognitive Science, Design & Interaction

San Diego, CA

Skills

Design: Figma, FigJam, Interaction Design, Information Architecture, Design Systems, Prototyping, User Research

AI Workflow: Claude Code, Codex, Cursor, Claude API (structured outputs), Figma Make

Engineering: React, TypeScript, Next.js, Astro, Swift, SwiftUI, HTML/CSS, JavaScript, Node.js

Languages: English (fluent), Korean (native)