# Joonwoo Park

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## Summary

Product designer who ships. I work zero to one: I figure out what to build, design it, and build it myself, directing AI coding agents in React, Next.js, and Swift. In 2026 I shipped seven products end to end, including Walking to the Moon, a native iPhone app now in Apple's review. Cognitive Science (Design & Interaction), UC San Diego, 2026.

## Experience

**Switchless | IoT Smart Home Startup** Oct 2024 – Jun 2025
*Product Designer* *Remote*

- Product designer on a **team of four** at an early stage smart home startup. Designed **one app for five sensor types** that competitors split across separate devices and apps.
- Designed the **rule builder** so home rules read like a sentence: "when something happens," then "this is what happens."
- Built the **Figma component library and token system** behind every screen; met **weekly with the CEO**, and many of my design calls went straight into the prototype.

**Brilliance Exposed | Design for America, UCSD** Jan 2026 – Jun 2026
*Lead Product Designer* *San Diego, CA*

- Led design on a **team of seven**: ran the weekly meetings, was the founder's point of contact, and **built the site** in HTML, CSS, and JavaScript as the only one who codes.
- Turned an **audit of 10 exhibition sites** into the team's brand system: every portrait is exposed into view from black.
- Ran **moderated tests with 7 people** across two builds; found the mission wasn't landing, so the next version leads with it.

**Deejays & Vinylphiles Club | UCSD** Nov 2024 – Jun 2026
*Creative Director & Marketing Manager* *San Diego, CA*

- Led brand for one of UCSD's biggest electronic music orgs: **3.8K Instagram followers**, about 900 added in two months. The Sun God Afterdark campaign passed **129,000+ views**; 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 steps into a walk to the Moon, in English and Korean. Owned it **end to end**, from brand to shipped Swift app, directing AI coding agents.
- Set one rule first: the app **never makes your number look bigger** than it is. When my first progress bar broke it, I rebuilt it around **395 real stops**, so the next one is about a week away.
- Turned an **App Store rejection** into a 6 screen onboarding (from 13) and **cut the download from 839 MB to 210 MB**. In Apple's review now with 8 testers, 66 builds, and 1,680 passing tests.

**Laterlist** | *Chrome extension, Express, PostgreSQL, Supabase, Vercel* Jul 2026 – present (private)

- Built a tool that sorts my **YouTube Watch Later onto five shelves**: 3,323 videos in 33.6 seconds. YouTube's API can't read Watch Later, so a **Chrome extension** reads it inside the user's own browser.
- Picked the AI model by **testing two on 105 of my videos**: mine matched my calls **71% vs 51%** on the hardest 35, ran in 2 seconds instead of 2 minutes, at about a tenth of the cost.

**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 client signed brief (I led it) and a **38 screen design system**, then rebuilt it solo as a **production Astro site** with 466 passing tests.

## Education

**University of California, San Diego** Graduated Jun 2026
*B.S. in Cognitive Science, Design & Interaction* *San Diego, CA*

## Skills

**Design**: UX/UI, Figma, Interaction Design, Information Architecture, Design Systems, Prototyping, User Research, Usability Testing
**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)