HEE MOON

SENIOR PRODUCT DESIGNER — DESIGN & BUILD

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01 — PROFILE

Senior product designer with 10+ years across fintech, proptech and marketplaces, specialized in internal tools and design systems for operations teams. I design and build: I ship working prototypes and front ends with Claude Code, VS Code and Figma Make, so teams test real software instead of static mocks. Pratt-trained industrial designer. English, Spanish and Korean.

02 — EXPERIENCE

CREDICLUB · Senior Product Designer

Jun 2026 — Present · Monterrey

- Design internal tools for field collections, credit advisors and the contact center at a regulated Mexican fintech, including AI-assisted tools for operations teams.
- Build production UI with AI-assisted no-code tools, and created the design system and AI workflows that let the team design and ship faster.
- Brought AI tools into the design team's workflow, giving designers faster access to product context and documentation.
- Prototype and build with AI tools for research, validation and rapid ideation.

BELONG HOME · Senior Product Designer

Apr 2024 — May 2026 · Miami (Remote)

- Lead designer for Foundation, the internal platform running operations, leasing, maintenance and finance.
- Designed AI features that surface insights and automate repetitive workflows for non-technical teams.
- Created the Foundation design system: interaction patterns, component standards and information architecture.
- Built AI prototypes connected to live company data and ran usability testing with internal teams.

SUNROOM RENTALS · Senior Product Designer

Sep 2022 — Mar 2024 · Austin (Remote)

- Owned end-to-end design for the mobile rental marketplace and its internal operations tools.
- Led research and usability testing that set product decisions and roadmap priorities.

ZEBRANDS · Senior Product Designer

Jan — Sep 2022 · Mexico City

- Took products from concept to launch with flows, wireframes and interactive prototypes, shaping the roadmap with product and engineering.

EARLIER

uMarket · UX Designer — C2C mobile marketplace — 2021 · Monterrey

Fursys · Customer Experience Designer — B2B products and research — 2015 — 2019 · Monterrey

Pentagono Art Consulting · Experience Designer — physical and digital products — 2013 — 2014 · Mexico City

Roll & Hill · Industrial design, lighting studio — 2012 — 2013 · New York

03 — CAPABILITIES

DESIGN

Product strategy, interaction design, design systems, prototyping, visual design, Figma

AI & BUILD

Claude Code, VS Code, Figma Make, v0 · Direct front-end build · No-code tools · AI agent and chat UX

RESEARCH

User interviews, usability testing, field research, journey mapping, AI-assisted synthesis

04 — EDUCATION

Pratt Institute, New York — Bachelor of Industrial Design

Exhibited at ICFF, Milan Design Week, NYCxDesign and Design Week Mexico

LANGUAGES

English · Spanish · Korean