Erik Park

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7 years of experience in product design and design operations, delivering over 30 digital products.

■ Summary

- **Specialized in building and operating design systems, ensuring consistency and scalability across teams.**
- **Launched 30+ end-to-end digital products by aligning design strategy with user and business goals.**
- Proficient in Figma workflows, including component libraries, prototyping, and design documentation.
- Experienced in information architecture, inclusive design principles, and maintaining accessibility standards.
- Collaborated with global brands like Samsung, SM Entertainment, and Lotte to deliver large-scale digital products.
- Strong in communication and cross-functional alignment.
- Strong background in Agile collaboration using tools like Jira and Confluence for structured workflows.

■ Professional Experience

□ Project Manager and Design Lead Rise Partners / 2024 - Present

Launched and structured a design and development agency
Launched Littlerise, a design and development agency, leading business modeling, branding, and internal process setup.

Product & App Development
Led the development of a global community mobile app and an internal service application.

IT Sales & Client Engagement
Pitched IT outsourcing services and built client pipelines through B2B sales efforts and external proposals.

Product Launch Event & Sponsorship
Led an AI pet care service launch event, securing sponsors and gathering user feedback for product improvement.

□ Project Manager and Design Manager Brickmate /2020 - 2023

Standardized UX Through Scalable Design System
Identified inconsistency in team outputs and led UX strategy by creating a company-wide design system—standardizing interface design, reducing delivery time, and improving cross-team efficiency.

Managed $1.2M+ in Strategic Product Deliveries
Planned, scoped, and executed digital products for Samsung, SM Entertainment, Lotte, and Danal, ensuring on-time delivery and alignment with client goals.

Launched Global Concert Platform (SM Entertainment)
Oversaw the $600K rollout of a concert certification and e-passport platform, translating user needs into product features while managing scope and stakeholder alignment.

Delivered Bluetooth-Based Fitness App (Samsung)
Owned UX and feature planning for a mobile health service connected to Bluetooth hardware, balancing user flow, real-time syncing, and technical feasibility.

Led Agile Sprints Across Functions
Directed sprint planning and execution with engineers and QA teams, aligning product goals with velocity, capacity, and iterative output.

□ Product Owner and Design Lead Butler / 2023

Increased User Retention by 40% Through Product Redesign
Redesigned the landing and home screens, improving usability and directly increasing user retention by 40%.

Led Full Product Lifecycle for 3-Month Release
Managed planning, design, development, and QA/QC across the entire release cycle, coordinating design and engineering teams.

Introduced Scalable Task & Knowledge Tools
Implemented Jira for sprint/task management and built a custom Notion system for archiving and team documentation.

Created a Hybrid Agile-Waterfall Workflow
Designed and applied a custom hybrid process to balance rapid iteration with structured project documentation.

Supported Product Operations and Data Design
Designed investor materials, and proposed improvements to the signup flow and MySQL user database structure.

▫ UI/UX Designer College and e-commerce / 2019 - 2020

Designed websites, product pages, and promotional assets for an e-commerce company and a college; also handled basic video production and editing.

▫ Freelancer

- Bye Project (Community) – KT / Product Designer
- Ohscent Project (E-commerce) – Ohscent / Project Manager
- Kohip Project (E-commerce) – Middle Studio / Product Designer
- Graduation Exhibition Website – Hongik University / Project Manager

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■ Professional Education

- Master of Fine Arts in Service Design
- Bachelor of Fine Arts in Industrial Design

■ Additional Information

- Military Service: Administration Specialist, Sergeant, ROK Army (2015–2017)
- Managing a design community of 1,500+ members for 4+ years
- Active mentor on ADPList and KDD communities
- Experienced in mentoring junior designers and supporting career development
- Member of the Society of Communication Design
- Interests: Travel, Photography
- References available upon request

■ Skills
Tools & Design: Figma (components, prototyping, design documentation), Adobe Creative Suite.
Design Systems: Building and managing design systems, component libraries, design governance.
Methods: Information Architecture, Wireframing, Prototyping, User-Centered Design, Inclusive Design, Accessibility.
Collaboration: Agile, Jira, Confluence, Cross-Functional Team Collaboration, System Thinking, End-to-End Product Delivery, Stakeholder Alignment.