

# MINJEE HAHM

📍 San Francisco, CA

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## EXPERIENCE

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### Product Designer | Jan 2021 to present Instagram · Meta | San Francisco, United States

- Set the vision and strategy for Instagram's metaverse strategy, defining scalable frameworks and mental models while preserving IG's native experience.
- Influenced Instagram and Reality Labs leadership on design strategy and big bets, shaping product roadmaps.
- Conceived the idea of leveraging ML to develop a feature that matches creators to brands at scale, leading the end-to-end execution of the Creator Marketplace.

### Product Design Manager | Apr 2018 to Dec 2020 Grab | Singapore, Singapore

- Managed and coached a team of five product designers, instilling systems thinking in consumer and driver experience design.
- Facilitated design reviews and shared product design expertise to elevate and standardize design quality.
- Influenced Grab leadership by pitching persuasive product vision for GrabExpress Home which led to a successful launch.
- Led a revamp of the end-to-end booking experience for delivery service, GrabExpress, identifying drop offs in the funnel and restructured the complex booking system.

### Head of Design | Jul 2016 to Dec 2017 PT. Cashtree for Indonesia | Jakarta, Indonesia

- Established a design team and defined design process to improve productivity and efficiency among product designers.
- Rebranded Cashtree and created a robust design system to ensure consistent brand identity and better connect with potential customers in Indonesia.
- Redesigned Cashtree app and website with gamification to better reflect users, resulting in an increase in mobile engagement.

### Lead UX/UI designer | Jan 2014 to Mar 2016 SK Planet Co., Ltd | Bundang, Korea

- Built standalone app experiences as a sole designer in an incubation team, working closely with the CEO.
- Led UX design of mobile app and travel blog website, VOLO.
- Created interactive prototypes, user flows and high quality graphic components for the entire project.

### UX/UI designer | Oct 2011 to Jan 2014 NAVER Corporation | Bundang, Korea

- Worked as main BAND designer, delivering 60% saturation of 40 million Korean smartphone users within 2 years.
- Devised design guidelines and authored specification documents for the development team to produce pixel perfect designs.

### GUI designer | Jan 2010 to Oct 2011 Dvine Interactive Co., Ltd | Seoul, Korea

- Contributed to the launch of the new website, Grafolio.
- Responsible for motion graphics and sound design.
- Delivered illustrations and graphic designs suitable for use in apps.

## EDUCATION

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### BFA, Communication Design | Mar 2006 to Feb 2010 Samsung Art & Design Institute | Seoul, Korea

## LANGUAGES

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**Korean**  
Native

**English**  
C1 Proficiency

## SKILLSET

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### Design

Product Design  
Interaction Design  
Visual Design  
User Research  
Product strategy  
Systems thinking  
Motion Design  
Branding  
AI and ML Integration  
Virtual/Mixed Reality

### Tools

Figma  
Origami  
Protopie  
Sketch  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe InDesign  
Tableau (Data Analysis)

## FEATURED

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**Behance | Nov 2017**  
**Cashtree App**  
Featured on Illustrator and Graphic Design

**ABDUZEEDO | Aug 2017**  
**Cashtree App**  
Featured on UX/UI

**Behance | Jan 2016**  
**VOLO App & Web**  
Featured on Motion

**DAA (Design Awards Asia) | Dec 2015**  
**VOLO App & Web**  
DOTD (Design Of The Day)

## AWARDS/GRANTS

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**The 20th Annual Webby Awards | Apr 2016**  
**VOLO App & Web**  
Official Honoree - Mobile: Travel

**The 20th Annual Webby Awards | Apr 2016**  
**VOLO App & Web**  
Official Nominee - Mobile: Best Practices