

sarah joungh

daseul.joung@gmail.com
[linkedin.com/in/sarah-joung](https://www.linkedin.com/in/sarah-joung)

about

Senior Product Designer with more than five years of experience shaping B2C & B2B fintech products for individual investors. Specialized in 0→1 product initiatives, including platform unification and end-to-end experiences that simplify complex financial data. Collaborated closely with design systems teams to influence reusable components, and partnered with PMs and engineers to bring thoughtful, high-impact features to life.

experience

Ernst & Young – Senior UX/UI Designer

New York, NY | Mar 2022 - Current

Clients | Ford, Morgan Stanley / E*TRADE, JP Morgan, M&T Bank, BNY Mellon, Pacific Life

At EY, I lead UX initiatives across high-stakes financial platforms and internal tools for Fortune 500 clients. I specialize in simplifying complex data ecosystems and architecting enterprise dashboards, while partnering closely with product managers, engineers, and stakeholders. I've also contributed to business development efforts by pitching and selling design work that translated into multi-million dollar engagements.

Ford Credit Company - I led design for Ford Credit's core dashboards, including *Scoring Analysis* for tier investigation, *Data Observability* for tracing transaction pipelines, and *System Health* for monitoring platform uptime. These tools supported internal risk and tech teams in surfacing anomalies, debugging issues, and tracking system performance.

Morgan Stanley / E*TRADE - Led a 0→1 platform unification of Morgan Stanley and E*TRADE, consolidating investor tools into a cohesive, cross-platform experience while also designing forward-looking features for *NextGen Financials* and *Portfolio Analytics* teams.

KPMG – Associate UX/UI Designer

New York, NY | May 2021 - Mar 2022

Clients | McKesson, Uber, PepsiCo

Uber - Synthesized user research for Uber For Business into a strategic approach by designing customer & employee personas and a journey map.

Internal Project - Designed a journey map through user research and design. By working with product managers and internal policy team, user research and business data was synthesized to help shape product roadmap, designs and future research activities.

McKesson - Maintained a clear understanding of the client's goals and users' needs through identifying high-impact research questions and opportunities, while continuing to drive strategy design decisions with clear story-telling.

Freelance Designer

New York, NY | May 2020 - May 2021

Sneakerlist - Focused on building out a design system for iOS mobile app. Redesigned current profile and notification system for the app. Introduced & created the "message" feature that brought up foot traffic and engagement by 22%.

DCU FinTech - Designed & built a seamless end-to-end onboarding page for members that narrowed down three separate sites into one streamlined experience.

skills

UX Design, UI Design, User Research, Design Thinking, Typography, Visual Design, Information Architecture, Sketching, Prototyping, Wireframing, Adobe XD, Figma, Sketch, InVision