



Eunsung Song

Product Designer

Strategic product designer with 10+ years delivering high-impact solutions across Healthcare, B2B and Consumer products — passionate about design that delivers real value for users and businesses.

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PORTFOLIO
View portfolio ↗

01 EXPERIENCE — 2013 - PRESENT

06/2025 - PRESENT
SANTA CLARA, CA

Freelance UX Designer (Contract) · Self-employed

- Leading end-to-end UX for HealthTap's contract-based design initiatives, focusing on clinical efficiency.
- Redesigned the prescription renewal flow for physicians, reducing completion time by ~90%.

02/2023 - 06/2025
SANTA CLARA, CA

Lead UX Designer · LG Electronics USA

- Led UX design for a computer vision-based patient monitoring system, resulting in a **23% reduction** in patient falls during pilot testing in a hospital.
- Delivered a Proof of Concept (PoC) for a persona-driven AI assistant and a generative AI music generator.
- Facilitated cross-functional design sprints to align Telehealth product vision and roadmap priorities.
- Managed 2-week design sprints in Agile cycles with product management and engineering to ensure rapid, high-quality delivery.

01/2022 - 10/2022
OAKLAND, CA

Senior Product Designer · Roofstock

- Led user research to identify high-impact features, informing the product roadmap during a critical growth phase.
- Developed core components for a new design system, ensuring cross-platform scalability and consistency.

04/2021 - 12/2021

Career break · Family responsibilities, Seoul

09/2016 - 03/2021
MOUNTAIN VIEW, CA

Senior Product Designer · HealthTap

- Led end-to-end design of HealthTap Virtual Primary Care, resulting in **3x subscription retention**, **+25% NPS** and over **90% positive** visit ratings.
- Designed a doctor-facing practice management system that improved physician efficiency and care delivery.
- Led the creation and adoption of HealthTap's Design Language System with 3 product designers and a lead engineer, significantly increasing productivity for design and engineering teams.

02/2016 - 09/2016
MOUNTAIN VIEW, CA

Senior UX Web Designer · Kidaptive

- Conducted user interviews to identify current challenges and user needs in the Hodoo English app.
- Delivered the first-time user experience for the Hodoo English app, including sign-up and subscription flows.

01/2013 - 02/2016
SAN FRANCISCO, CA

Interaction Designer · Fandom

- Created a power-user dashboard that improved overall wiki content quality by **12%**.
- Redesigned the video product module, contributing to a **32% increase** in video revenue through iterative A/B testing.

02 SKILLS —

DESIGN PRACTICE

Product Design · UI Design · UX Strategy · Interaction Design · Information Architecture · Wireframing · Animated Prototyping · Design Systems · Design Tokens · Typography · Graphic Design · Iconography

USER RESEARCH

User Interviews · Usability Testing · A/B Testing · Journey Mapping · Competitive Analysis

COLLABORATION

Cross-Functional Leadership · Agile / Sprint Planning · Design Critiques · Design Process

TOOLS

Figma · Sketch · Adobe Creative Suite

03 EDUCATION —

Bachelor's Degree in Graphic Design · Seoul National University · SEOUL, SOUTH KOREA