

JESSICA PAIK

PRODUCT & SYSTEMS DESIGNER

New York, NY, USA | 714-864-8106 | jessicapaik@gmail.com | www.jesspaik.com | www.linkedin.com/in/jesspaik

PROFESSIONAL SUMMARY

Product and systems designer with 8+ years creating cohesive design systems, digital products, and brand experiences for health, tech, and cultural organizations. Combines strong visual craft with systematic thinking to build scalable design solutions. RISD and Harvard-educated with expertise in cross-functional collaboration, design systems, and translating complex problems into intuitive user experiences. Fulbright Scholar who researched visual and cultural trends in Korea.

CORE COMPETENCIES

Product & Systems: Design Systems • Component Libraries • Pattern Documentation

• User Flows • Prototyping

Tools: Figma • Adobe Creative Suite • After Effects • Sketch • Miro

Specialties: Cross-functional Collaboration • Visual Design • Data Visualization • Motion Graphics

WORK EXPERIENCE

PRODUCT & VISUAL DESIGNER | Stanford Health Care & Stanford Blood Center
Palo Alto, CA (Remote) | April 2019 – December 2024

Led product design and design systems for Stanford Blood Center's digital ecosystem, creating cohesive experiences across mobile, web, and marketing touchpoints that served 50K+ donors annually.

- **Led end-to-end product design of donor mobile app** from research through prototyping in Figma, increasing engagement by 30% and streamlining donation scheduling.
- **Built and maintained design system** spanning mobile, web, and marketing—creating reusable components, style guides, and documentation that ensured consistency across touchpoints.
- **Collaborated with engineering and product teams** to translate design specs into implemented features, conducting regular reviews and QA.
- **Designed 50+ data visualizations** that translated complex medical information into accessible graphics, increasing content engagement by 40%.
- **Evolved brand identity** to modernize 50-year-old healthcare brand while maintaining trust and accessibility.
- **Created motion graphics system** in After Effects for video content and social media that strengthened brand recognition.

UX & BRAND DESIGNER | Freelance

Remote | January 2016 – Present

- Designed brand identities and design systems for startups (GoLocker, Vansary, Coiled Therapeutics) including component libraries and style guides.
- Created responsive websites and user flows balancing business goals with user needs.
- Currently designing digital experiences for Korean Cultural Center NY (2025).

PROGRAM DIRECTOR & DESIGN EDUCATOR | Azusa Pacific University

Azusa, CA | Part-time, June 2019 – August 2021, January – May 2025

Built and launched the university's first Master's program in UX Design, creating curriculum, educational materials, and program infrastructure from the ground up.

- Designed graduate UX program, creating scalable curriculum, learning frameworks, and cohesive brand system.
- Developed educational content and design systems including videos, visualizations, and digital assets.
- Mentored emerging designers in user research, prototyping, and design systems.

CREATIVE COLLABORATOR | teamLab

El Paso, TX & Tokyo, Japan | July 2016 – August 2018

Contributed to interactive digital installations for the internationally acclaimed art collective teamLab, working at the intersection of UX, spatial design, and technology.

- **Designed user experiences for immersive installations** engaging 500K+ annual visitors, integrating UX research, spatial design, and narrative storytelling.
- **Led cross-disciplinary collaboration** with designers, engineers, and researchers to align creative vision with technical constraints and user behavior patterns.
- **Translated complex interaction concepts** into production-ready assets for projection mapping, touch interfaces, and environmental applications.

EDUCATION

Master of Education (Ed.M.) | Harvard University, Cambridge, MA | 2016

Bachelor of Fine Arts (BFA), Graphic Design | Rhode Island School of Design, Providence, RI | 2013

AWARDS

Fulbright Research Scholar | Seoul, South Korea | 2013 – 2014

Artist Research Grant with National Museum of Korea and artist Do Ho Suh, researching contemporary Korean visual culture and design trends