

# Sharon Byun



Senior Product Designer 📍 Richmond, VA

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## SUMMARY

Senior Product Designer specializing in 0→1 and scale-up products across AI, education, and mobile. Known for leading ambiguous problem spaces, building foundational systems, and shipping high-impact workflows with product and engineering. Former Teacher Experience lead at Skillshare and second design hire at Blaze.ai.

## WORK EXPERIENCE

Apr 2025 —  
Jun 2026

Remote,  
(San Francisco,  
CA)

### Blaze.ai (AI Marketing Startup, Series A)

Senior Product Designer (Second Designer)

- Led end-to-end product design across core AI workflows in a high-ambiguity Series A environment, partnering with PM and engineering from problem definition through ship
- Shipped 0→1 features including onboarding and an enterprise approval workflow for teams and agencies, navigating complex multi-user state logic
- Audited mobile web — Blaze's largest acquisition channel — using FullStory and support ticket data, then established a lightweight design system and component library to improve consistency across web and iOS

Jun 2021 —  
Mar 2025

Remote,  
(New York, NY)

### Skillshare (EdTech Startup, Series E)

*Progressed from Growth and Learning Experience roles to leading the Teacher Experience platform.*

Senior Product Designer, Teacher Experience

- Design lead for the end-to-end teacher ecosystem, spanning onboarding, creation, monetization, and retention.
- Led foundational journey mapping and system audits to create a unified Teacher Hub, aligning multiple teams around a shared platform vision.
- Designed and evolved marketplace systems that expanded teacher earning opportunities while balancing supply growth and learner demand.

Product Designer, Learning Experience

- Designed Skillshare's cross-platform gamification system (badges and certificates), driving an **89% lift in key retention behaviors**.

Product Designer, Growth

- Designed and shipped experiments across referrals, onboarding, and homepage optimization to improve acquisition and activation.

## SKILLS

### Product & Systems

UX strategy, IA, interaction design, design systems, visual design, prototyping with Claude Code

### Strategy & Process

Journey mapping, research synthesis, experimentation, cross-functional alignment

### Tools

Claude Code, Figma, Miro, Dovetail, Mixpanel, Jira/Linear

### Technical literacy

HTML, CSS, Javascript, Python

### Mentorship

Guest Speaker for My Digital TAT2  
Skillshare Summer Internship  
Alumni Panel for VCU Brandcenter

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## SELECTED PRIOR EXPERIENCE

*Prior experience grounding my work in brand, systems, and craft.*

Oct 2020 —  
Jan 2021

Remote

### Major Care (Telehealth — Acquired by Pacify)

UX Design Intern

Delivered UX/UI design for My Fourth, a postpartum support app in beta.

Feb 2020 —  
May 2021

Richmond, VA

### Mashaden

Co-founder

Co-founder of a creative design group that specializes in helping local and regional businesses identify opportunity gaps and generate insight driven design solutions. Specialties include UX/UI platform design, branding and graphic design, as well as UX strategy and new product innovation services.

Oct 2010 —  
Jul 2019

Remote, (Dallas,  
TX)

### Eisenberg Inc.

Art Director then Senior Art Director

- Led branding and digital design for clients across energy, finance, and municipal sectors.
- Managed concept-to-production workflows and cross-functional creative teams.

Feb 2009 —  
Sep 2010

Dallas, TX

### Rovillo + Reitmayer

Graphic Designer

Created visual design systems and event branding for clients including AT&T, Neiman Marcus, and the Dallas Cowboys.

## EDUCATION

### Virginia Commonwealth University — Brandcenter

2019–2021

M.S. Experience Design

### University of North Texas

2005–2009

BFA Communication Design +  
Business Minor