

Sanghyo Yee (Hyo)

Senior Product Designer

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Product designer with nine years across creative tools, HR, adtech, and education. Combines complex workflow design, enterprise onboarding, and hands-on implementation with AI coding tools to make powerful technology easier to understand and use.

Experience

LottieFiles Senior Product Designer 2024 - Present

Plugin Ecosystem

- Owned end-to-end experience design across LottieFiles plugins for Figma, After Effects, Canva, VS Code, Webflow, Framer, and Premiere Pro.
- Led the [Figma plugin](#) as a flagship project, helping grow users from **650K to 1M (+54%)** and animations saved per user from **2.07 to 3.18**.
- Connected Figma Motion, prototype interactions, and reusable design variables to production-ready Lottie workflows, with cohesive handoffs to Lottie Creator and Workspace.
- Partnered with engineers on [compatibility checks](#), actionable warnings, and partial-rendering workflows, reducing recorded monthly render failures from **approximately 20,000 to fewer than 50**, including cases reclassified as unsupported-feature warnings.
- Owned [official plugin documentation](#) and [release communications](#), translating complex specifications into practical guides and updates; supported enterprise adoption through workshops and [motion-system consulting](#).
- Contributed AI-assisted product PRs across plugin workflows and helped launch [AI Vectorizer](#) with one engineer in under a month.

WantedLab Product Designer 2021 - 2024

Design Systems & Career Products

- Built and evolved [design systems](#), supporting company-wide adoption of Figma, FigJam, and Dev Mode through shared libraries, education, and cross-functional collaboration.
- Designed career products and AI-assisted services, including AI Interview Coach and Career Mentor, from user flows through launch.

Buzzvil Product Designer 2019 - 2021

- Designed BuzzAd Pop SDK and a [white-label app SDK design system](#), supporting partner integration and product experiences across international markets.

DICO Founder, Product Designer 2017 - 2019

- Co-founded an education product for Spanish-speaking K-pop fans; designed its app and web service and worked through acquisition.

Community & Writing

Friends of Figma Seoul / Community Leader (Volunteer), serving 6,000+ members. Organize local and global meetups; speaker at INFCON and Figma Design Leaders Meetup.

Author, [Do it! Product Design in Real-World Order](#) (Korean, Easyspub, 2023). Taught product design and design systems through Notefolio, WantedLab, and Fast Campus.

Education & Expertise

Konkuk University / Bachelor's degree, Living Design; English Language and Literature / 2016

AI and creative tools / Design systems / Enterprise onboarding / Interactive prototyping / AI-assisted coding