

Anna Oh

PRODUCT DESIGNER & STRATEGIST

Digital product design leader with a professional design career of over 10 years. Specialized in product design strategy by leveraging psychology for digital behavior change, physical to digital interaction design, storytelling, and leading concept development to branding experience for unique products that stand out in the market successfully.

EXPERIENCE

Teladoc Health | New York — *Senior product designer*

Aug 2021 - PRESENT

- Lead the interaction design and product design strategy for the members' home dashboard experience, by leading user research, product roadmap, and vision.
- Lead unified health information, data and device experience that integrates medical history, lab testing, visit history, health documentation, and biometric data from Teladoc's devices to members' wearable devices.
- Lead the development of the behavioral design strategy aimed at designing wellness components, which represents a key objective and result (OKR) for the organization.
- Led the onboarding experience for members, from telemedicine service registration to enrollment in chronic condition programs.

Chef iQ (CHEFMAN) | New York — *I.o.T UX designer*

Aug 2020 - Aug 2021

- Developed IoT product design strategy for a new product which is the 'Smart meat thermometer', overseeing its entire life cycle from concept development, foundational user research, evaluative usability testing, and final implementation to market launch.
- Successfully tripled user engagement time and doubled monthly active users on the consumer-facing CHEF iQ APP by leading design & branding strategy in various areas

NYU IT | New York — *Product design lead*

Apr 2019 - May 2020

- Spearheaded the development of a scalable design system, an internal tool that facilitated branding consistency and optimized product quality by streamlining the workload of designers and developers.
- Led the design of a web application that provided real-time status updates for printers across NYU buildings in New York City, serving over 60,000 users including students and faculty.

CHET | New York — *UX & branding consultant*

Apr 2019 - May 2020

- Served as a UX design and branding consultant for a seed stage start-up in NYC, named 'Chet'. Advised on developing a product value proposition, improving branding, and enhancing user acquisition and engagement.

Samsung (Cheil Worldwide)— *Senior experience designer & art director*

Jan 2012 - Apr 2018

- Led product design strategy for a successful IoT medical device prototype, resulting in funding of \$100K from Samsung Creative Lab. Collaborated with hardware engineers and ER doctors at Samsung Medical Center, as well as software engineers and IoT product managers at Samsung Electronics.
- Led art direction and branding experience design, including digital marketing campaigns, for Samsung's consumer technology products such as the Galaxy series, Gear VR, Gear watch, and 360 camera, as well as global clients like Chevrolet, Burger King, AB InBev X 2018 Russia World Cup, Amore Pacific, Specialized, and others.
- Collaborated with Cheil's creative lab to research and develop new concepts for branding experience design, utilizing emerging technologies including AR, VR, wearable technology, AI, and more.

EDUCATION

New York University | New York, USA -*Master's degree*

2018-2020 | Interactive Telecommunications Program

Koomin University | Seoul, South Korea -*Master's degree*

2007-2012 | Interactive Telecommunications Program

RECOGNITION & AWARDS

2023 | Co-Director of NYC chapter, Design mentor for Healthcare & AI startup by Startup Grind

2023 | Selected member of art & tech committee by The national art club

2022 | Selected presenter of a seminar by Samsung medical center (The smart health lab)

2020 | Selected design & tech mentor by New Museum of Contemporary Art (NEW INC)

2020 | Blooming clock (AR mobile app) by CA Interactive award| Shortlist

2020 | Wine finder (AR mobile app) by CA Interactive award| Shortlist

2019 | Recipe controller (Wearable product & mobile) by NYC MEDIA LAB | Future Interface silver

2019 | Recipe controller (Wearable product & mobile) selected interview by Voice of America

2017 | 'The meticulous grandpa' by SPIKES ASIA | Silver prize in film creative

2016 | 'Talking pole' (connected medical device)' by Samsung Hackathon | The best project, (Received 100K funding)

2015 | 'Touch is love' (Branding design for Amorepacific)' by THE PR | selected interview

2014 | Team Korea ambassador, Cannes young lion 2014, selected by Samsung marketing group

2010 | 'Disaster is begun' (Print advertisement design), Samsung Idea festival (Cheil AD awards) | Winner of the year/ Grand Prize