Siyan Kwon

Product Designer

Seattle, WA

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Portfolio: https://www.sykwon.com/

Core competencies

Complex systems · Cross-functional leadership · 0→1 to scale · Data-driven execution · B2B systems

AI-assisted validation · Generative workflows · Claude Code / Copilot · Code-based prototyping (VS Code, GitHub) · Generative research · Usability testing · Quant + qual synthesis

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Experience

Microsoft | Product Designer II
02/2022 - Present, Seattle

- Owned end-to-end billing and cost experience for Sentinel Platform & AI and Defender for Cloud, shifting the model from reactive reporting to proactive cost governance. Reduced unexpected overages by 45% and increased cost confidence by 65% by implementing forecasting, alerts/caps, and AI-supported optimization flows.
- Defined the cost governance strategy for Sentinel Cost Estimation, improving estimate accuracy and usability while reducing cost-related support tickets by 30%. Defined shared billing UX framework adopted by 3+ product teams, accelerating cross-product consistency and development cycles.
- Led end-to-end design and launch of Microsoft Defender for DevOps and API security product, achieving a 92% customer satisfaction rate.
- Drove Defender Experts growth with cross-product integrations and usability improvements, increasing adoption by 73% in one quarter.
- Built an AI-augmented design-to-dev pipeline leveraging VS Code and GitHub to validate edge cases, state logic, and billing rules prior to implementation. Accelerated delivery velocity and reduced late-stage rework by achieving 100% prototype and UX PR coverage for all approved initiatives.

Electronic Arts | UX Designer II
04/2020 - 01/2022, Seattle

- Redesigned subscription flow through research-driven insights, driving +70% conversion and +120% CTR post-launch. Designed Pogo's unified event system to improve engagement and onboarding, resulting in +45% growth in microtransaction revenue.
- Led the Platform UX team and established design standards across systems, accessibility, and delivery processes. Built research frameworks adopted by 5+ teammates, reducing task exploration time by 35%.

Northeastern University | UX Designer
06/2018 - 03/2020, Boston

- Led end-to-end UX for university web and service platforms, translating stakeholder requirements into research-backed product experiences. Delivered scalable interaction models and production-ready documentation for global-facing systems.

Education

Purdue University | Master of Fine Arts in Interaction Design
08/2015 - 05/2018, West Lafayette, IN

Wuhan University of Science and Technology | Bachelor of Arts in Industrial Design
09/2011 - 06/2015, Wuhan, Hubei