



Jae-Hyun An

68 Pearl St. #2, Cambridge, MA, USA 02139

(+1) 617-460-2307 | jaehyunan@mde.harvard.edu | jaehyun737@gmail.com

www.jaehyunan.com

Education

Harvard University

Cambridge, MA, USA / August 2021 - May

- Master in Design Engineering
- Graduate School of Design
- Harvard John A. Paulson School of Engineering and Applied Sciences

Pratt Institute

Brooklyn, NY, USA / August 2012 - May 2018

- Bachelor of Industrial Design
- Minor in Sustainability
- Cumulative GPA: 3.89/4.0
- International Merit Based Scholarship

Experience

ZETA Help Inc, Product Designer

Bay Area, SF, USA / May 2022 - Current

- Created and aligned a brand guideline to optimize the development process and increase app accessibility.
- Revised specification and prototyping methods to improve communication between engineers and designers.
- Planned and strategized development timelines with the PM to increase research time, and include QA in earlier development stages.
- Taught design language and prototyping methods to gain more constructive feedback from outside stakeholders.
- Designed Marketing assets to lower CPI and re-design of the app store.

Dansaek, Associate BM & Creative Lead

Seoul, South Korea / January 2021 - July 2021

- Performed Concept Direction for Spring and Summer collection.
- Working with Media teams to triple sales within 6 months.

DESI-IN LLC, Product Designer

Seoul, South Korea / September 2019 - December 2022

- Design consultant for Startups.
- Teach how to architect a design system that will lead to a strong brand identity.
- Created a compact box design for quick set up packaging and compact shelters. Patent #: 10-2020-0046332 (Fast Foldable Compact Container)

Comento, Staff Mentor

Seoul, South Korea / July 2020 - Aug 2021

- Collaborated with Seoil University to teach Fashion students how to build a balanced product line, and effectively research trends.

Coach Inc, Men's Bag Contractor

New York, NY, USA / June 2018 - July 2019

- Introduced Rhino 3D to reduce a week long task to 1 day.
- Became responsible for Travel bags from initial Concept to Market.

Calvin Klein, Bags Design Intern

New York, NY, USA / January 2018 - April 2018

- Worked closely with the Senior Designer.
- Built specification sheets and concept boards.
- Proposed new concepts, and innovative ideas.

Fossil Group: Diesel, Watch Design Intern

Dallas, TX, USA / May 2017 - August 2017

- Executed initial ideations to final market samples for Diesel.
- Designer for a multi-disciplinary team tasked to make watches for home interaction.

Early Work

Pratt Institute, Form & Tech Monitor

Brooklyn, NY, USA / August 2016 - December 2017

United States Forces Korea, KATUSA

Seoul, South Korea / August 2014 - May 2016

David Ostro Studios, Design Intern

Brooklyn, NY, USA / February 2014- May 2014

Skills

Leadership:

- Design direction for Fintech & E-comm Startups.
- Created feedback forms for better design review.
- Market analysis through surveys & conjoint analysis.
- Architected design systems for 3 companies.
- Led a team that tripled sales within 6 months.

Technical:

- Figma
- Adobe Software
- Solidworks
- Rhinoceros 3D
- Keyshot
- Python

Languages:

- English (Native)
- Korean (Native)

Interests:

- Generative Design
- Custom AI

Publications (Links)

- [Core77 \(2\)](#)
- [Dezeen](#)
- [Design Boom](#)
- [Linkedin](#)
- [Di-Conexiones](#)
- [N by Norwegian, p.41](#)