

Danhee Park

Relocating to Toronto, Canada · Eligible to work in Canada (IEC visa, valid to [expiry date])

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Product designer working on AI products, most recently as the sole designer at an early-stage London startup through three product directions. I design for what happens when the model is wrong, because that is where an AI product either holds or falls apart. I also build what I design in React and TypeScript.

SELECTED WORK

Aroua AI danheepark.com/project-02	A K-Beauty recommender where brands can pay for research but never for rank. Why that fairness rule had to live in the data model rather than on a policy page.
Anook danheepark.com/project-01	Hotel operations AI that hands off to a person instead of guessing. The four kinds of uncertainty that break an AI product, and what each one needed. Capstone of the IBM AI Engineering programme, with five engineers.

EXPERIENCE

Apr 2025 – Jul 2026	Product Designer, Aroua AI Sole product designer · 2 founders, ~3 engineers · AI Forge incubator, 24 of 500+ startups · on site in London, then remote from Seoul from Nov 2025	London, UK
	- Moved the team's question across three product directions, from whether consumers would use AI to why a brand would fund the experience, and specified the product that answered it - Ran fieldwork at two London pop-ups and turned what consumers and brands needed into a five-part system: product registration, consumer context, recommendation, response learning, commissioned research - Defined an 18-field product schema and a controlled vocabulary every brand had to write into, so competing products could be compared on evidence rather than on marketing copy - Drew the boundary between model and rules: the LLM does language work such as extracting fields and drafting explanations, while ranking stays rule-based so every recommendation can be accounted for - Designed the commercial model so brands pay for labelled research questions and never for ranking position, keeping the recommender trustworthy to the consumer it serves	

Mar 2023 – Jun 2024

UX/UI Designer, BrandLab360

United Kingdom

- Designed two SaaS products end to end for a VR platform: Virtual HQ, a virtual office for remote teams, and Spac3s, a customisable v-commerce builder
- Built the design system the products shipped on, so a small team could add surfaces without rebuilding the basics each time
- Rebuilt the primary interface for responsive web and mobile, cutting *[what the 36% measured]* by 36%

Oct 2020 – Sep 2021

Web Designer, Bros Mobile

Pyeongtaek, South Korea

- Restructured how the catalogue was categorised so shoppers could reach a product in fewer steps, raising sales by 20%
- Ran the shop's ongoing product, campaign and merchandising updates, and handled customer communication directly

2020 – 2022

Earlier

United Kingdom & South Korea

- **Curator, The Beaney House of Art & Knowledge** (Kent, UK) and **Pinoseum** (Paju, KR). Developed the *Unveiled* exhibition with 20 artists, reaching over 4,500 visitors, and ran a government-funded exhibition from plan to opening. Exhibition work is audience research and narrative sequencing under a fixed constraint, which is the part I still use.
- **Freelance graphic designer, E-Gisung Consultancy** (KR). Site and brand identity for an automated stock-trading product.

SKILLS

AI product	LLM-backed features, RAG, agent tool calling, human handoff design, guardrails and failure states, schema design, evaluating and bounding model output
Product	End-to-end product design, design systems, user research and fieldwork, prototyping, system mapping
Build	React, Next.js, TypeScript, CSS, Python, FastAPI. I design in code and ship what I design.

EDUCATION

IBM AI Engineering

Nov 2025 – May 2026 · Seoul, KR ·
Anook, the capstone, is above

MA Curating, University of Kent

Sep 2021 – Sep 2022 · Kent, UK ·
Distinction

BFA Product Design, Hongik University

Mar 2015 – Feb 2019 · Sejong, KR ·
· GPA 3.47, four scholarships