

su tye

hello! let's chat.

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summary

A multi-disciplined UX designer with 15+ years of experience driving impactful visual design and intuitive user experience for mobile apps, web, IoT, and AI-driven products. Recent work includes AI chatbot strategy and design, plus rapid AI-assisted prototyping validated through moderated user research. Skilled across the full product design cycle: design thinking, ideation, prototyping, and sprint iterations. Certified SAFe 6 Agilist.

experience

AT&T Mobility
Atlanta, 2011-present

Lead User Experience Designer

Currently leading visual design projects with cross-functional teams within AT&T and vendors, from strategic research, planning and execution of innovative, interactive, scalable design of applications. Most Recent Projects: AI Chatbot Design & Strategy (launched 2026), AI-powered prototyping (Lovable, Figma MCP) with moderated user research, AT&T Secure Family, Converged Security, AT&T Outage, Power BI UI design, 5G Hologram prototype, Connected Car, Chatbot on messaging platform, Design Thinking workshop

Moxie Interactive,
Publicis Groupe
Atlanta, 2009-2011

Senior Interactive Designer

Led prototyping, experience design, and development of rich interactive applications and campaigns. Served as a lead visual designer of mobile applications and advertising campaigns on handset, tablet and web platforms.
Clients: Verizon Wireless, Coca-Cola, Cartoon Network, 20th Century Fox

THINK Interactive
Atlanta, 2006-2009

Interactive Designer & Developer

Created user-centered visual designs and prototypes based upon cross-functional team requirements on Agile/Scrum projects. Developed web-based applications.
Clients: Sears, Windstream Wireless, Weather.com, Emory Goizueta School, Vitaminwater

FC Productions
Atlanta, 2004-2006

Front-end Developer

Served as an interactive front-end developer and designer on real estate marketing.

Nutlity Associates
Atlanta, 2001-2002

Information Architect

Served as a client-facing lead information architect on interactive projects - promotional websites and banking software. Led a team of junior IAs and designers.
Clients: Samsung Electronics, City Bank, Hanwha Securities

NBCi Asia Pacific
Seoul, 2000-2001

Business Analyst

Defined content strategy and scoped NBC Interactive's localized content.

Samsung Corporation
Seoul, 1999-2000

Business Analyst

Managed Mexico and South America offices. Supported the top management in creating corporate-level strategy documents and presentation materials.

education

Michigan State University
2002-2004

Master of Arts

Telecommunication & Digital Media

Seoul National University
1995-1999

Bachelor of Business Administration

Business Administration

certification

SAFe Agile 6, Google AI Certificate

skills

Highly skilled in wireframing, prototyping, iterative designing, UI engineering, whiteboarding, design thinking and user research.

Primary tools include Figma, FigJam, Figma MCP/ Visual Studio Code, Lovable, Adobe Creative Suite, UserTesting/UserZoom

Proficient with HTML5, CSS3, Power BI, Jira
Team player, fast learner & flexible.