Hyunjin Jo

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LinkedIn
Notion
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KEY SKILLS

Product & Service Design
Product discovery, service design, IA/navigation, user journeys, personas, service blueprints, user flows, wireframing, prototyping, design iteration, design thinking

Research & Data
Qualitative & quantitative research, usability testing, contextual inquiry, surveys, behavioural & attitudinal research, GA4, Adobe Analytics, Power BI, Qualtrics, experimentation, success measurement

Product Delivery
Product strategy, hypotheses, roadmaps, prioritisation, success criteria, Agile, backlog refinement, cross-functional collaboration, stakeholder workshops

Tools & AI
Microsoft Copilot, GitHub Copilot, generative AI workflows, AI-assisted research synthesis, Figma, Mural, Optimal Workshop, UserZoom, Jira, Confluence

EXPERIENCE

NHS England | London, UK Nov 2021 - Present
Associate User Researcher
Led product and UX work across discovery, alpha, beta and live in cross-functional Agile teams, translating user needs, business goals and technical constraints into research, product requirements and design direction.

- Led the NHS Developer Account redesign from zero-to-one developing hypotheses and phased research plans, validating the MVP, creating a high-fidelity prototype, and testing information architecture and usability.
- Translated business goals, user needs and technical constraints into product requirements, UX recommendations and success criteria across national NHS digital products.
- Led mixed-methods research for the NHS Service Catalogue, combining GA4, Qualtrics, interviews, card sorting, tree testing and usability testing to identify eight distinct user groups and inform prioritisation and improvements across related NHS services.
- Influenced design outcomes through design workshops, Crazy 8s, How Might We activities, wireframing, prototyping and journey mapping, collaborating with interaction designers and developers to ship implementable solutions.
- Defined success criteria and measured product impact through qualitative and quantitative signals, including A/B and iterative testing, task success, CSAT, CES, CTR, GA4, Adobe Analytics, Qualtrics and Power BI.
- Applied Microsoft Copilot and GitHub Copilot to accelerate research synthesis and analysis, and explored AI-assisted workflows for qualitative and quantitative research.
- Drove accessibility improvements through research with RNIB, RNID and NRAS participants and hands-on testing using JAWS, NVDA, Dragon and VoiceOver, identifying barriers and informing WCAG- and GDS-aligned solutions.

NHSX | London, UK Aug 2021 - Nov 2021
Junior User Researcher

- Led discovery research for NHS Login and PDS, applying GDS Service Standard and Service Manual principles.
- Conducted surveys, interviews and workshops, translating user needs into actionable recommendations for digital service teams.

..STBY... | London, UK Feb 2021 - Jun 2021

Design Research Intern

- Delivered consultancy design research through desk research, interviews, surveys, usability testing and qualitative analysis, contributing evidence to inform client decision making.
- Co-facilitated the 2021 Global Service Jam (London/Amsterdam), coordinating participants and workshop activities to support collaboration and idea generation.

Dem Dx | London, UK Nov 2019 - Nov 2020

UX / UI SME (Part-time)

- Designed a visual body-mapping interface and search functionality to support clinical diagnosis pathways for medical students and junior doctors.
- Created UX/UI concepts using Figma, Illustrator, Photoshop and After Effects, and iterated designs through remote usability testing with UK GPs and medical doctors.
- Authored and published a research paper (HCI International 2020: Late Breaking Posters).

PXD | Seoul, South Korea Mar 2019 - May 2019

Design Research Intern

- Supported future I/O service design for a global technology client across research, ideation, workshops, prototyping and user testing.

LG | Seoul, South Korea Sep 2016 - Dec 2016

GUI Designer / University Project Team Lead

- Led a university design team within an LG collaboration and designed smartphone themes for LG SmartWorld, including home/lock screens, icons and settings interfaces.

EDUCATION

Royal College of Art | London, UK Sep 2019 - Jul 2021

MA — Service Design

London Business School | London, UK Dec 2020 - Mar 2021

Elective Course — Behavioural Economics & Decision Making

Hongik University | Seoul, South Korea Mar 2014 - Aug 2019

BFA - Visual Communication Design

RESEARCH PUBLICATIONS

Body Map Pathway: Visual Guidance of Human Body to Diagnosis Efficiently | Lead author, HCI International 2020

Tingling Cast: Broadcasting platform service for stuttering children | Lead author, HCI International 2019 & HCI KOREA 2019

Public Bus Service Design for Visually Impaired People | KSDS (Korean Society of Design Science) 2016

CERTIFICATES

Certified Professional for Usability and User Experience — Foundation Level (CPUX-F) | Certible | 2025

Introduction to Web Accessibility | W3C | 2024

Level 2 Certificate in Counselling Skills | Richmond and Hillcroft Adult Community College | 2024

Quantitative User Research Methods | Bunnyfoot | 2023