Yoonjee Kang

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Product leader with deep design expertise and a creative approach to solving complex problems.

EXPERIENCE

Wavve Inc.

2022 — Now

Seoul, South Korea · Full-time

Product & Design Lead

Cross-Functional Team Leadership

Manage a multidisciplinary team of product managers, product designers, and visual designers, combining team leadership with hands-on product management and design expertise. Earned the highest leadership performance rating in 2025.

Wavve Live Golf Launch | 2026

Launched live streaming, VOD, and highlight clips for golf, supporting Wavve's expansion into live sports.

Wavve TV Redesign | 2025

Directed a complete redesign of Wavve's Smart TV experience for lean-back viewing and remote-control navigation.

Ad Business TF Lead

Led a company-wide task force driving Wavve's transition to an ad-supported business model.

AVOD Launch & Ad Platform Integration | 2025

Launched an ad-supported subscription tier and enhanced the ad playback experience. Unified Wavve and TVING ad operations through TAS and AI Ad-Marker integration and a new ad management system.

Transitioned Live channels to FAST (Free Ad-supported Streaming TV channels) | 2025

Redesigned the live streaming experience and transitioned live channels to FAST (Free Ad-supported Streaming TV channels).

New Ad Product Development | 2025

Developed new ad formats for Wavve, including display ads, in-stream video ads, product ads matched to the content being watched, pause-screen ads, and app launch ads.

Senior Product Manager

Content Discovery Redesign | 2024

Redesigned Wavve's content discovery experience by restructuring Home and Category navigation, improving content findability, engagement, and personalized recommendations.

In-Vehicle Streaming Launches | 2023

Managed the launch of Wavve's in-vehicle streaming service on Hyundai Motor's in-vehicle infotainment (IVI) platform and Mercedes-Benz's Android Automotive OS (AAOS) platform.

Paramount International

2019 — 2022

New York, New York, United States · Full-time

Senior Product Designer

User Experience Design

Designed sports streaming experiences across mobile, web, and TV platforms.

CBS Sports | Watch Experience | 2022

Led app experience design across mobile and connected TV, from wireframes and prototypes through user testing.

CBS Sports | Super Bowl Live Experience | 2019-2022

Designed the Super Bowl live streaming experience for TV platforms.

CBS Sports | NFL Highlights & Sports Categories | 2021

Led the design of NFL highlights and redesigned sports category pages to improve usability and content discovery.

CBS Sports | Design System | 2019-2022

Helped develop shared design standards and components to create a consistent experience across CBS Sports products.

Dentsu Creative

2012 — 2019

New York, New York, United States · Full-time

Associate Creative Director

Creative Direction & Team Management

Define creative direction and lead project teams from concept through delivery.

NBCUniversal | Inventing the Future of TV

Led the development of “TV Everywhere” apps across networks and platforms, creating a unified design framework to improve the viewing experience.

Zwilling GmbH | Global E-commerce Launch

Won the pitch and established a unified design system, bringing Zwilling’s brands together on a global e-commerce platform.

La Prairie | Swiss Ice Crystal Global Launch

Led the global product launch campaign, combining immersive brand experiences and social films to drive engagement and sales.

Brown Brothers Harriman | Private Banking Portal

Developed a responsive design system for a new private banking portal to enhance the client experience.

EURO RSCG

2009

Seoul, South Korea · Full-time

Creative Director

Concept Development & Production Management

Develop creative concepts and lead end-to-end production, from initial ideation through final delivery.

Mercedes-Benz | GLK Lifestyle Campaign

Led the launch campaign for the new GLK-Class, partnering with 12 trendsetting venues across Seoul to strengthen brand visibility and audience engagement.

LG Electronics | Complete Cleanic Campaign

Developed an interactive storytelling campaign featuring five personas, each showcasing how LG vacuum cleaners support a cleaner, healthier lifestyle. Led concept development and oversaw production.

Cheil Worldwide Inc.

2008 — 2009

Art Director

Concept Development & Production Management

Develop creative concepts and oversee production from initial ideas through final delivery.

Samsung | Global Website Redesign

Led art direction for the global Samsung.com redesign, creating engaging product landing experiences.

Samsung | Beijing Olympics Microsite

Developed and managed a sponsorship microsite to strengthen Samsung’s brand presence during the Olympic Games.

Samsung Mobile | Wow Manifesto Campaign

Directed an award-winning global digital campaign, combining social platforms and user-generated content to build brand awareness and engagement.

Samsung | Urban Living Project

Led art direction for an LCD TV campaign, connecting technology with modern urban lifestyles.

Samsung | Cannes Ad Awards Seminar Film

Created “Humanizing Technology: A Day in the Life of a Mobile Phone,” showcasing the role of Samsung technology in everyday life.

EDUCATION

MA, Interactive Media

University of the Arts London

BA, Visual Communication Design

Dankook University
