

Enya Song

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EXPERIENCE

Strategic Designer – IBM

New York, New York | Jan 2026 - present

- Serve as Design Lead across 3 enterprise accounts, driving end-to-end service design initiatives that integrate research synthesis, information architecture, and prototyping.
- Lead project planning and agile execution, managing stakeholder alignment, resource coordination, and delivery timelines for high-priority engagements.
- Own UX strategy by bridging design principles, AI/automation, and business goals- translating ambiguity into clear design direction and measurable client outcomes.

Innovation Designer – IBM

New York, New York | 2024 – 2026

- Led end-to-end research and product discovery workshops owning research planning, facilitation, synthesis, and stakeholder readouts.
- Translated research insights into interactive prototypes, user flows, and design artifacts that directly influenced \$5M+ in revenue through IBM proof-of-technology solutions.
- Championed a user-centered, data-informed design process – applying journey mapping, affinity diagramming, and iterative prototype testing to inform product decisions.

Hardware Product Design Intern – Hudl

Lincoln, Nebraska | May – Dec 2022

- Owned end-to-end redesign of the Focus Flex camera calibration flow – from problem definition through high-fidelity wireframes, A/B usability testing with 10 beta users, and production-ready handoff.
- Shipped final design to production within hardware constraints, collaborating across product and engineering to ensure feasibility and quality.

EDUCATION

Purdue University B.S. in User Experience Design

West Lafayette, Indiana | May 2024

Honors College, Dean's List 2020-2024

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SKILLS

Product Design: End-to-end product design, UX strategy, design systems, prototyping

Research: user research, usability testing, journey mapping, workshop facilitation,

Collaboration: stakeholder management, project planning, agile, cross-functional collaboration

Tools: Figma, Figma Make, HTML/CSS/JS

PROJECTS

AI Disaster Relief

Researched and designed an AI-driven disaster recovery tool for state residents, conducting primary user research with affected communities and translating findings into an end-to-end product experience.

Skincare Analyzer

Designed a personalized skincare compatibility web app combining independent ideation with AI-assisted UI generation in Figma Make. Defined product requirements, user flows, and the visual design system.