

Enya Song

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EXPERIENCE

Strategic Designer – IBM

New York, New York | Jan 2026 - present

- Serve as sole design focal across 3 enterprise healthcare accounts, leading client workshops to surface pain points and business goals. Translate findings into use-case recommendations that shape account strategy and proof-of-concept direction.
- Lead project planning and agile execution for client engagements, aligning stakeholders and cross-functional engineering teams to deliver in 4 weeks or less. Use Figma and Figma Make to rapidly prototype future-state experiences.
- Transform AI and automation capabilities into intuitive user experiences using IBM Bob and MCP integrations to support engineering workflows. Maintain fluency in AI and automation tools to strengthen client pitches and technology recommendations.

Innovation Designer – IBM

New York, New York | 2024 – 2026

- Facilitated large-scale discovery workshops, engaging with cross-functional client teams across current workflows, system data, and future-state goals to synthesize insights that shaped B2B product direction.
- Transformed insights into prototypes and journey flows, delivering compelling narratives to align stakeholders around design decisions that generated \$5M+ in revenue.

Hardware Product Design Intern – Hudl

Lincoln, Nebraska | May – Dec 2022

- Shipped redesign of the mobile Focus Flex camera calibration flow, driving tasks from problem definition through high-fidelity wireframes and A/B usability testing with 10 beta users.

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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 lifecycle, accessibility, design systems, prototyping

Research: user research, usability testing, journey mapping, workshop facilitation, A/B testing

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

Tools: Figma, Figma Make, HTML/CSS/JS, Cursor, IBM Bob, Mural, Monday.com

PROJECTS

Medical AI Quiz Generator

Conducted user interviews with medical faculty to inform the design of an AI-powered quiz platform, translating findings into prototypes that automated question generation and supported a grant submission.

Figma to Code Migration

Utilized an AI IDE to transform Figma Make design outputs into working code, migrating a widget library from React to a micro-UI Angular architecture.