Enya Song

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Product designer specializing in design systems and AI-ready workflows. Built Figma component libraries and design tokens to WCAG standards, pioneered the first Figma MCP design-to-code workflow with IBM Bob, IBM's new AI IDE, and builds in React.

EXPERIENCE

Strategic Designer, AI Product Design – IBM

New York, NY | Jan 2026 - Present

- Pioneered a Figma MCP + IBM Bob (agentic AI IDE) design-to-code workflow in IBM's market before GA, estimated to cut manual effort by 55%. Structured prompt flows so AI could read Figma files and generate front-end code, then extended it into a Figma Make-to-Angular workflow. Presented to 30+ stakeholders; it became the template for 10+ MCP integrations.
- Own end-to-end product design on AI workflows as design lead on cross-functional teams of PMs and engineers. Led 30+ co-design sessions and user interviews from frontline staff to C-suite, then shaped direction through rapid low- to high-fidelity prototyping. 4+ concepts moved into funded builds, including a university-wide AI student assistant.
- Led 0-to-1 product design of an AI quiz generator for medical faculty, from sketches to prototypes tested with 5 faculty and production-ready specs. Advocated for a custom UI on the client's design system over default IBM components and mentored a design intern. The shipped build anchored a grant application for a school-wide rollout to 240 students.
- Ran post-launch user research on how client teams use IBM's AI and observability products, mapping real-world workflows to find underused features, usability gaps, and unmet needs. Turned the findings into adoption opportunities that drove product usage and renewals to 114% of my FY target.

Innovation Experience Designer – IBM

New York, NY | Aug 2024 - Jan 2026

- Built the design system for a multi-agent AI assistant, including design tokens and Figma Variables with a WCAG-compliant component library, used across 20+ screens. Designed guided conversational flows that consolidated a permit process spanning 8+ platforms and 50+ clicks into 1 platform and 2 steps.
- Shaped an iOS SOS texting concept for post-disaster relief: drafted user interview questions, synthesized insights, compared how brands communicate across iOS and email, and prototyped the final mockups in Figma.

Product Design Intern (Hardware Team) – Hudl

Lincoln, NE | May 2022 - Dec 2022

- Redesigned the manual fallback for ML camera calibration as a guided, multi-step mobile flow, now shipped in Hudl's app for sports teams. Traced failures to pin visibility, shape, and thumb occlusion through Dovetail analysis and surveys, prototyped two calibration interaction models, ran A/B testing with 10 beta users, and validated on physical hardware.

PROJECTS

Skincare Analyzer Webapp

Designed and built a consumer web app solo in React/Next.js, with a design system of tokens in Figma Variables synced to code. Automated design QA with an AI token agent that checks the UI against the system. Grounded in user interviews and usability testing with a dermatology nurse.

EDUCATION

Purdue University — B.S. in User Experience Design

West Lafayette, IN | May 2024 | John Martinson Honors College

SKILLS

Product Design & Research: wireframing, user flows, interaction and visual design, AI-assisted prototyping, design systems/tokens, accessibility (WCAG), user interviews, usability testing, UX research, workshop facilitation, Figma Variables

Tools: Figma, Figma Make, Figma MCP, Cursor, v0, Claude Code, HTML/CSS/JS, React/Next.js, Dovetail, Mural, Adobe CC