

Jae Yoon

Product Design Leader - Fleet Safety, Telematics & AI-Native Platforms

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L O C A T I O N	Snohomish, Washington

A B S T R A C T

Product design leader with 20 years in enterprise software and deep experience in fleet safety, vehicle telematics, driver workflows, and AI-native products. Lead a global Product Experience and Insights organization spanning design, research, analytics, and technical writing. Rebuilt and scaled the team from 3 to 15+ across the US, India, and Israel, pairing product design strategy and customer insight with hands-on prototyping and craft.

0 1 / E X P E R I E N C E

Lytx SAN DIEGO, CA REMOTE JUN 2017 - PRESENT	Sr. Director of Product Experience and Insights	Apr 2026 - Present
	Director of User Experience	Jan 2021 - Apr 2026
	Sr. Manager of User Experience	Jun 2017 - Jan 2021
	Lead Product Experience and Insights for enterprise fleet-safety software across web, mobile, and desktop. The role spans product design strategy, AI-native experiences, video safety, driver coaching, telematics, and a global organization unifying design, research, analytics, and technical writing.	

A / PRODUCT DESIGN LEADERSHIP AND ORGANIZATION

- Rebuilt the design organization and reset the quality bar, upgrading talent and hiring every current designer on the team.
- Grew the rebuilt team from 3 to 15+ across the US, India, and Israel, establishing the Bangalore team in person. Built hiring, mentorship, and critique systems that sustained craft as the organization scaled globally.
- Drove the enterprise migration from Amplitude and WalkMe, owning vendor evaluation and selection of Pendo and using the transition to bring Data Analytics and Technical Writing under my leadership as Product Experience and Insights.
- Set near-working software as the team's prototyping standard, moving beyond static Figma handoffs and establishing a model now influencing how Design, Product Management, and Engineering build together.

B / FLEET, TELEMATICS AND PRODUCT TRANSFORMATION

- Served as key UX architect for Lytx+ with Geotab, the first joint offering combining products from two direct telematics competitors. Defined how two product experiences became one workflow, revamped the primary navigation and operating model, and helped ship Lytx's first integrated video-safety and telematics platform in 2025.
- Redesigned Coach Assist's core interaction model, shifting drivers from passive recipients of coaching to active owners of their performance and laying the foundation for a more scalable, self-directed coaching system.
- Lead the transformation of the Lytx application into an agentic platform, repositioning the experience around workflows for coaches, fleet managers, and drivers and redesigning the operating mechanisms they use every day.

C / AI PRODUCT AND INTERACTION DESIGN

- Built an AI-native iOS product as sole designer and engineer, using AI coding agents in Xcode to ship agentic, conversational, and generative-insight experiences. Defined the interaction model, response structure, user controls, and demo narrative end to end; it became a signature AI demo for Fortune 100 customers and a reference point for Lytx's agentic product direction.

- Translated Lytx's fleet-coaching expertise into AI response patterns governing disputes, guidance, escalation, refusal, and human handoff, designing failure states alongside successful interactions.
- Implementing adoption of an enterprise AI toolchain across design, research, analytics, and technical writing while maintaining ongoing delivery commitments.

0 2 / E X P E R I E N C E

Renovate America SAN DIEGO, CA 2014 - 2017	UX Lead Built the first UX practice at a growing clean-energy fintech. Established research and design frameworks for solar and home-improvement financing. Partnered with analytics on a 30% reduction in onboarding error rates.
Pearson Education NEW YORK, NY 2012 - 2014	Senior UX Designer Led platform migration for flagship digital education tools across K to 20. Ran user research with educators and students to inform product direction.
TD Ameritrade NEW YORK, NY 2011	UX Lead Designed one of the first iPad trading experiences, shaping the VEO app's interaction model.
JP Morgan Chase NEW YORK, NY 2010 - 2011	User Experience Designer Research and prototyping for an enterprise Treasury Services platform in a regulated banking environment.
Medidata Solutions NEW YORK, NY 2009 - 2010	User Experience Designer Enterprise tools for pharmaceutical clinical trial data capture. Agile teams, FDA-regulated workflows, direct pharma client collaboration.
Intel McAfee IRVINE, CA 2005 - 2008	User Interface Designer Dashboards and executive-facing UIs for enterprise network security monitoring serving Fortune 500 clients.

0 3 / C A P A B I L I T I E S		0 4 / E D U C A T I O N		0 5 / I N D E X	
PRODUCT	Product strategy, interaction design, enterprise UX, prototyping	INSTITUTION	University of Rochester	DOMAINS	Fleet safety, vehicle telematics, driver coaching, fintech
LEADERSHIP	Org building, hiring, mentorship, critique, global teams	DEGREE	BA, Digital Art	FUNCTION	Design, research, analytics, tech writing
		MINOR	Electrical & Computer Engineering	SCALE	15+ across US, India, Israel
AI / BUILD	Agentic UX, conversational UX, OpenAI, Claude, Bedrock, MCP, Xcode, Swift	YEARS	2000 - 2004	MODALITY	Web, mobile, desktop, native iOS
INSIGHTS	Pendo, Amplitude, Dovetail, UserTesting			AI MODES	Agentic, conversational, generative insight