

JUNE YOONJUNG HONG

Design Leader · Founding Designer · AI-Native Design Systems

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Design leader with 12+ years shaping products, brands, and systems across consumer tech and enterprise B2B SaaS. A full-stack practitioner, fluent across the whole discipline: product vision, UI/UX, research, design systems, brand.

7+ years in cybersecurity, with a proven specialty in setting product vision that drives roadmap, building design teams from the ground up, and turning complex, high-stakes problem spaces into clear, usable product, executed repeatedly at Harness, Panther Labs, and Exabeam.

An AI-native design leader, with several AI products in flight at once, each carried from idea to working software. A founding designer by instinct: equally at home setting the vision and building the thing that proves it.

FOCUS

Design leadership · team building · running design teams

Turning product teams AI-native, with the design system that holds the output consistent and to standard

Hands-on AI-native product experiments of my own

0→1 (zero-to-one) product vision and strategy · founding designer and Head of Design roles

Enterprise SaaS · specialty in cybersecurity

SKILLS

Design: product strategy, UX/UI, interaction design, user research, usability testing, prototyping, design systems, design tokens, brand

AI: agentic UX, generative UI, LLM product design, AI coding agents, Claude Code, MCP

Build: Figma, HTML, CSS, JavaScript, React, Git

EXPERIENCE

Founder, Designer & Vibe-Coder

Aestheria.design · Jan 2026 – Present

An independent venture building design infrastructure for teams shipping with AI coding agents. Founding designer and sole builder.

Building Aestheria, an AI-native design system for entrepreneurs and startups shipping with vibe-coding workflows. Engineered around a synchronized tokenization system that keeps design decisions under unified control across every generated surface, bringing enterprise-grade design system rigor to AI-generated, generative UI.

- Shipped end-to-end, solo: strategy, brand, product, UI/UX, and code; designed the system and built it.
- Architected the design tokens, package structure, component library and primitives, accessibility defaults, and generation logic end-to-end.
- Designed the full design system, human-named package architecture, style guide, agents, and product surface.

Senior Manager, Product Design

Harness · May 2024 – Dec 2025 · Series E

An AI-native software delivery platform spanning CI/CD, security testing, and cloud cost management.

Built and led a high-performing UX team of five, scaling the vertical I led from two modules to seven — roughly 30% of total company revenue — across secure application delivery (AppSec and DevSecOps): Security Orchestration, Supply Chain Security, and API Security.

- Led AI Canvas, a vision for AI-native enterprise security software that reverses the “chat-on-top-of-dashboards” paradigm, structuring the product around proactive, context-aware AI actions and agentic workflows that own investigations end-to-end. Ran the design workshop with cross-functional stakeholders that produced the 10x Agentic UX Framework.
- Established the UX vision, presented to executives and adopted into the FY26 roadmap, giving Security Orchestration a coherent product direction.
- Hired, mentored, and coached the team, running design critique and career development for five designers.

Staff Product Designer

Panther Labs · Dec 2022 – Apr 2024 · Series B

A cloud-native SIEM built for detection engineering at security-team scale.

Led the Correlation Rules design, driving a \$1 million reduction in churn and a notable increase in customer retention.

Spearheaded the Data Lake Search project, consolidating three siloed search experiences into a unified flow with NLP-powered features and an interactive visualization summary.

UX Architect & Lead Product Designer

Exabeam · Apr 2019 – Dec 2022 · Series B → D

A security operations company known for user and entity behavior analytics.

Facilitated collaborative UX design workshops with executives and senior product leaders, aligning the TDIR product roadmap with a unified strategic vision.

Developed and secured a design patent for MATE, a graph-based tool leveraging the MITRE ATT&CK framework to detect and thwart multi-stage cyberattacks.

Led a competitive analysis and concept design for a future SOAR platform, garnering praise from top executives. This initiative laid the foundation for the development of Next-Gen Advanced Analytics and Case Manager.

Spearheaded the development of a new Alert Rank system for Alert Triage, leading a team of two designers. This innovation resulted in a 2022 Innovation by Design Award nomination from Fast Company.

Lead Product Designer

Chegg · 2015 – 2018

A direct-to-student education company: textbooks, homework help, and tutoring.

Led the chat-based tutoring vision and a scheduler redesign at Chegg Tutors, increasing scheduled lessons and improving tutor time management through a streamlined booking system.

Lead UX Designer

Logitech · 2014

A Swiss-American maker of computer peripherals and connected consumer hardware.

Led the design of an IoT mobile app experience for Circle, an in-home security camera, leveraging ethnographic user research to inform user-centered features and functionalities.

Developed companion app concepts for Bemo, a wearable social camera, and UE Boom, a Bluetooth speaker, prioritizing user-centered solutions through in-depth research.

Earlier

The agency and consulting years, before product.

Founded and ran Dei Communication, a Seoul web agency serving Korean enterprise brands — work that took two Grand Prizes at Web Award Korea, the country’s top award for web work, and a Silver Prize at the Incheon International Design Award. Later advised Fortune 500 brands on e-commerce and international marketing performance at MotionPoint.

CASE STUDIES

2025 Harness

AI Canvas

Agentic-AI vision for enterprise security; produced the 10x Agentic UX Framework.

2024 Harness

STO Vision

UX vision for Security Orchestration, adopted into the FY26 roadmap.

2023 Panther

Data Lake Search

Three siloed search experiences unified into one NLP-powered flow.

2021 Exabeam

Investigation Workbench

Ground-up overhaul of the cloud-era security investigation experience.

INDEPENDENT AI PROJECTS

AI design system

[aestheria.design](#)

AI headlines

[helloaitoday.com](#)

Design tools

[tinydesigntoolbox.com](#)

EDUCATION

MBA, Strategy and Marketing

University of Michigan · Stephen M. Ross School of Business

A top-ten US business school, known for strategy and social enterprise, and for rigorous live projects run inside major US companies.

- President of Korea Business Club
- Section International Diversity Chair
- Board of Social Enterprise Net Impact

BSc, Industrial Design

KAIST · Daejeon, South Korea

Korea's top science and technology school: the national institute, where industrial design is taught inside an engineering school.