

JUNE YOONJUNG HONG

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Design leader with 15+ years shaping products, brands, and systems across creative agencies, consumer tech, and enterprise 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. 0→1 by instinct: equally at home setting the vision and building the thing that proves it.

FOCUS

UX leadership · building and 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 product vision and strategy

Enterprise security and developer platforms

EXPERIENCE

● Founder, Designer & Vibe-Coder

Aestheria.design · 2026 Jan – present

An independent venture building design infrastructure for teams shipping with AI coding agents.

Building 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 UI.

- Shipped end-to-end, solo: strategy, brand, product, UI/UX, and code; designed the system and built it.
- Architected the token system, package structure, component primitives, 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 · 2024 May – 2025 Dec · 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, growing the vertical I led from two modules to seven, roughly 30% of total company revenue, across secure application delivery, including 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.
- Established the UX vision, presented to executives and adopted into the FY26 roadmap, giving Security Orchestration a coherent product direction.

● Staff Product Designer

Panther Labs · 2022 Dec – 2024 Apr · Series B

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

Led the development of the Correlation Rules design, directly impacting customer success, which resulted in 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 · 2019 Apr – 2022 Dec · 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.

CASE STUDIES

2025 Harness

AI Canvas

2024 Harness

STO Vision

2023 Panther

Data Lake Search

2021 Exabeam

Investigation Workbench

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.

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.

Championed a large-scale vision project for chat-based tutoring at Chegg Tutors, alongside a revamped scheduler system. These initiatives resulted in a significant increase in scheduled lessons and improved 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 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.

UX Consultant and Marketing Strategist

MotionPoint · 2012 – 2013

A global marketing agency, working on localization strategy for brands taking their sites into new markets.

Analyzed performance data for international marketing and e-commerce websites of Fortune 500 companies, identifying opportunities to boost traffic and conversion rates through data-driven recommendations.

Founder / Lead Designer

Dei Communication · Seoul, South Korea · 2007 – 2010

A Seoul web agency I founded, serving Korean enterprise brands and startups.

Spearheaded cross-functional teams in developing award-winning web projects for top Korean companies. My leadership resulted in two Grand Prizes at the 2008 Web Award Korea, the country's top award for web work, for Dimchae and Asiana Airlines, and a Silver Prize at the 2009 Incheon International Design Award for the Cosit brand.