Siyan Kwon

Product Designer

Seattle, WA

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Portfolio: **sydesign.net**

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Profile & expertise

Product designer with 8+ years across enterprise security and consumer products. I turn complex systems into actionable workflows, from agentic AI cost management to consumer monetization. I connect research to design decisions, shape reusable patterns, and build prototypes with product and engineering.

Focus: Agentic UX · Enterprise workflows · Cost transparency & estimation · Platform patterns · Research synthesis · Code-assisted prototyping

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Experience

Microsoft | Product Designer II

02/2022 - Present | Seattle, WA

- **Microsoft Perception · Agentic Security FinOps.** Owned design for **3 core workflows: usage and cost, estimation, and budgets.** Delivered them for **general availability (GA)** within the broader Perception initiative.
- Shaped a connected model for understanding spend, investigating cost drivers, and planning usage. Defined reusable patterns with product and engineering, designed to extend to Defender for Cloud and Sentinel.
- Translated private-preview security-admin research with UXR into next-iteration priorities: lighter in-workflow budget signals to address usage anxiety, with dollar detail retained for planning and business cases.
- Built code-assisted prototypes with Claude Code, GitHub Copilot, and VS Code to explore system logic, role-specific behavior, and edge cases, making design decisions concrete for engineering.
- **Microsoft Sentinel · Finance System.** Led cost governance and estimation design. Validated results: **45% fewer unexpected overages, 65% higher customer cost confidence, and 30-42% fewer cost-related support escalations.**

Electronic Arts | UX Designer II

04/2020 - 01/2022 | Seattle, WA

- Redesigned subscription and monetization workflows through research-driven UX improvements, increasing **conversion by 70%** and **click-through rates by 120%** post-launch.
- Designed Pogo's unified event and engagement system across onboarding and player participation, contributing to **45% growth in microtransaction revenue.**
- Led platform UX initiatives across accessibility and interaction standards; built reusable research and evaluation frameworks to support consistent design practice across the team.

Northeastern University | UX Designer

06/2018 - 03/2020 | Boston, MA

- Led end-to-end UX for university web and service platforms, translating stakeholder needs into research-backed experiences, scalable interaction models, and production-ready documentation.

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Education

Purdue University
MFA, Interaction Design
08/2015 - 05/2018 | West Lafayette, IN

Wuhan University of Science and Technology
BA, Industrial Design
09/2011 - 06/2015 | Wuhan, Hubei