

JIHOON SUH

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Jihoon Suh is a product design leader with 10+ years of experience shaping consumer digital products across AI, finance, and emerging technology. At Coinbase, he leads onchain design, while also teaching and contributing to design patents in interactive systems.

## WORK

### Coinbase Staff Product Designer & manager

Jan 2026 – Present

- Managing a team of designers working on a core product vertical for on-chain finance and earning strategies

Mar 2022 – Dec 2025

- **Led design for decentralized finance product verticals**, including the launch of bitcoin-backed loans (over \$1B in collateral within 6 months), stablecoin lending (\$100M in 10 days) and UX frameworks for pioneering onchain integrations
- **Spearheaded design of Coinbase Advanced**, a pro-trader dashboard featuring real-time market data, dense trading UI, and analytics workflows
- Designed **Stand with Crypto**, as a founding member, by establishing brand and product strategy for the crypto advocacy platform that activated and mobilized millions of bi-partisan crypto supporters and donations.

### Meta Senior Product Designer

March 2018 – Feb 2022

- **Led design for Meta's real-time hangout and livestreaming platforms**, including Facebook Live Audio Room, Instagram Live Room, Messenger Rooms, and Play Together, driving increased engagement across creators and viewers
- **Built foundational UX for Facebook Gaming**, launching the Gaming destination in the Facebook App, the standalone Facebook Gaming App, and Facebook Cloud Games

### Google UX Design Intern

Daydream | Jun 2017 – Sep 2017

Designed and prototyped novel OS-level interaction patterns for Google's next generation AR/VR products

## EDUCATION

### University of Washington M.S.

Human Centered Design & Engineering

Seattle, WA

Graduate Teaching Assistant

Excellence and Innovation Award

### KAIST B.S.

Industrial Design

Daejeon, South Korea

Dean's List, Full Scholarship,

Guwon Outstanding Scholarship