

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