

KOO, DONGHO

206-227-9553 | boss@mrsap.com | San Mateo, CA | <http://linkedin.com/in/donghokoo> | <http://portfolio.mrsap.com>
Permanent US Resident / Green Card Holder

PRODUCT & UX ARCHITECT | DESIGN TECHNOLOGIST | PRODUCT BUILDER

Multidisciplinary product leader with 20+ years of experience spanning software engineering, UX architecture, design systems, product design, and founder-led product development. I build products by connecting strategy, interaction design, technical implementation, and go-to-market execution from early concept and prototyping to launch, iteration, and growth. My background includes platform engineering, developer ecosystems, AR/VR experiences, AI-enabled consumer products, and cross-functional leadership across startups and global organizations.

o-to-1 Product Development | Platform UX Architecture | Developer Experience | Rapid Prototyping | Design Systems
AI/ML Interaction Design | GenAI Tooling | Technical Collaboration | Cross-functional Leadership | System Thinking

PROFESSIONAL EXPERIENCE

DNRR Tech

Founder | AI Product Builder and Design Technologist

July 2025 – Present

- **Build and launch AI-powered consumer products** across iOS and Android then shipped 20+ products
- **Lead end-to-end product development** across opportunity identification, UX architecture, design, implementation, launch, analytics, and iteration.
- Use **AI-assisted workflows** to accelerate concept development, prototyping, content generation, implementation, and operational decision-making.

Phygtl, Inc

Founding Head of Design and Product | GenAI, AR, Creator Ecosystem

January 2024 – June 2025

- Led product and UX strategy for a next-generation social platform that **transformed user-generated content into immersive 3D experiences via generative AI**
- **Architected foundational UX**, creator tools, onboarding flows, and community mechanics to support acquisition, activation, and extensibility in an ambiguous early-stage environment

Samsung Electronics

AR Design Team Lead | Creator Tools & AI Avatars, Strategic Partnership

January 2019 – December 2023

- **Led cross-functional UX development** for AI-driven 3D avatar platform, **reaching 20M+ MAU**. Developed creator pipelines and avatar generation tools, and scalable personalization systems.
- **Translated emerging technical capabilities into end-user and partner-facing experiences**, including collaborations with Disney and other major IP partners.

VR Product Design Lead | Mobile VR, B2B, XR Design System

January 2017 – December 2018

- **Directed end-to-end UX and product development** for PhoneCast VR, prototyping multi-screen environments, controller interactions, and VR-native navigation patterns.
- Worked closely with framework engineers to validate concepts against DRM, performance, and technical constraints, bridging concept exploration with viable implementation.

Platform Design System Designer | OS Design System, Developer UX

January 2014 – December 2016

- **Architected comprehensive design systems** across multiple platforms (Mobile, Wearable, TV)
- **Published design guidelines** that enabled **10,000+ external partner applications**, establishing ecosystem

Android Input Framework Software Engineer | Interaction Systems

January 2012 – December 2013

- Built handwriting and keyboard frameworks, improving multilingual input, accessibility, and custom keyboard integration

Android UI Framework Software Engineer | Visual System Foundations

January 2010 – December 2012

- Built and optimized core UI components such as font engines, themes, and transitions, improving visual fidelity and accessibility across 100M+ devices.

Usher Institute**Product Manager | Cloud LMS Platform**

February 2016 – May 2017

- **Managed full-cycle development** of AWS-deployed Learning Management System

Web Designer/Developer | Full-stack development & Real-time exam

September 2007 – December 2009

- **Designed, implemented and launched a virtual TOEFL exam** system that reduced testing costs by \$200 per student and provided real-time instructor feedback.

Cham Publishing Co.**PHP Web Developer | Webmail & Intranet system**

May 2006 – December 2006

- Implemented and maintained webmail, email subscription, and bulletin board services for saving time when promoting events to the public or members from 2 days to 3 hours

ROK Army Signal School**Systems Engineer – Military Training Simulators & Evaluation Platforms**

March 2004 – March 2006

- **Developed radar communication equipment simulators** and deployed them in instructional environments, **reducing hardware training costs by \$200K per unit**
- **Built and operated a student academic evaluation system** that reduced instructor grading time

C-Plus**Co-Founder, CEO | Web Agency**

July 2000 – December 2001

- Co-Founded a web agency that helps nonprofit organizations and small businesses digitize by creating their websites.

CORE CAPABILITIES IN PRACTICE

- AI and prototyping: LLM orchestrations, multimodal UX, prompt-driven workflows, state-aware interaction flows, rapid concept-to-code prototyping with Gemini, Codex, and Claude Code.
- Product engineering: Flutter/Dart, Python, Java, C, PHP, HTML/CSS/JavaScript, Firebase, Firestore, Cloud Functions, AWS, Cloudflare, Vertex AI Search, MediaPipe.
- Systems and platform design: design systems, developer tooling, API-driven experiences, mobile frameworks, AR/VR interactions, cross-functional product strategy.

EDUCATION

Master of Design – University of California, Berkeley, Berkeley, CA**Master of Science (MS)**, Technology Innovation (Equivalence of HCI) – University of Washington, Seattle, WA

PUBLICATIONS | AWARDS | PATENTS

PUBLICATIONS

ACM Mobile HCI Conference 2022: Immersive Emotions: Translating Emotions Into Visualization

IEEE GHTC 2021: Demonstration of low-cost EEG system providing communication for patients.

ACM Petra 2021 conference: Methods of identifying touched areas have been wiped properly.

Expert Magazine (ISSN : 1975-356X): Advent of Web 2.0 and FLEX

AWARDS

IF Design (Visual Communication Discipline), 2020

MDes Distinguished Scholarship, 2021

MSTI Scholarship from University of Washington, 2021

Open S/W Competition Bronze prize, 2008

PATENTS

US20200401213A1 / EP3705982A4 / WO2019103350A1 /

KR20190058839A

US20160133228A1 / KR102255456B1