

Isabella Yoo

UX MANAGER · DESIGN SYSTEMS · ACCESSIBILITY

Elkridge, MD | 443-983-5442 | isabellayoo@gmail.com | isabellayoo.com | linkedin.com/in/isabellayoo

SUMMARY

UX Manager with 12+ years leading user-centered design in regulated, enterprise environments. Currently lead a cross-functional team of 4 UX designers and UI developers at Verisk (scaling to 6 in 2026), directing design system governance across 7 products and owning departmental accessibility strategy for ~100 staff. Architected UX for a 2024 product launch that reached cash flow positivity within 24 months and contributed to division revenue growth from 10% to 14%.

CORE COMPETENCIES

Leadership

People Management (Design & Front-End Dev) · Team Building & Coaching · UX Strategy · Cross-Functional Partnership · Executive Communication

Design Systems

Component Library Architecture · Governance · Library Management (Librarian) · UI Component Library · Figma · Design Tokens · Adoption Frameworks

Accessibility

WCAG 2.2 AA · Section 508 · Audits & Remediation · Inclusive Design Training · Policy Frameworks

UX Practice

User Research · Usability Testing · Information Architecture · Interaction Design · Prototyping · Design QA

Tools

Figma · Adobe Creative Suite · Axure · HTML/CSS

EXPERIENCE

UX Manager

Feb 2023 — Present

Verisk — Anti-Fraud Analytics Division · Remote

- Lead and develop a cross-functional team of **4 UX designers and UI developers, scaling to 6** in 2026. Provide coaching, career development, and performance management across design and front-end engineering disciplines.
- Architected end-to-end UX/UI from scratch for a flagship product launched in 2024 that achieved **cash flow positivity within 24 months**, with trajectory to break even by 2027. Contributed to division revenue growth from **10% to 14%**.
- Directed enterprise strategy, governance, and rollout of a centralized Figma design system (**30 components**), adopted by **7 products** with 7 more onboarding per roadmap. Serve as **design system librarian**, owning component maintenance, versioning, and ongoing updates.
- Conceived and directed the **UI Library initiative**, setting the strategy and roadmap to streamline front-end development through reusable, production-ready UI components. Led front-end developer direct reports in executing the build — reducing duplicative engineering work and accelerating consistent design system implementation across product teams.
- Led UX modernization of **6 ClaimSearch products**, aligning user-centered design with long-term business objectives to reduce design debt across the portfolio.
- Serve as departmental **Accessibility Lead (~100 staff)**, establishing WCAG 2.2 AA governance, policies, and compliance frameworks embedded into design, development, and QA workflows.
- Remediated **8 products to full WCAG 2.2 AA conformance**, reducing regulatory and client risk across the portfolio.
- Authored a department-tailored WCAG 2.2 AA success criteria checklist adopted as the standard accessibility resource business unit-wide.
- Designed and delivered accessibility training to **~100 department members** across Design, Product, Engineering, and QA, institutionalizing accessibility practice beyond the UX team.
- Repositioned UX as a strategic partner to Product and Engineering by streamlining cross-functional engagement, improving delivery predictability and reducing implementation friction.

Recognition: Verisk Synergy Award 2024 (Reimagine Claims Inquiry first milestone) · Verisk Synergy Award 2025 (Claims Inquiry Match Report redesign).

Lead UX Specialist

Jul 2019 — Oct 2022

Social Security Administration (via Northrop Grumman / Peraton) · Remote

- Served as Project Design Lead on SSA IT Modernization and Earnings Queries initiatives, directing UX from concept through implementation across multiple development frameworks.
- Owned the full product design lifecycle: user research, conceptual models, wireframes, high-fidelity prototypes, and usability testing.
- Ensured **100% WCAG 2.1 and Section 508 conformance** on all deliverables, meeting federal accessibility requirements for a high-traffic public-sector product.
- Partnered with cross-functional stakeholders to balance business objectives, technical constraints, and user needs on mission-critical government systems.

Recognition: SSA DCS Honors Award 2021 — IT Modernization / Earnings Queries project.

Senior UI/UX Designer

Dec 2018 — Oct 2019

National Institutes of Health — NIBIB (via Latitude, Inc.) · Bethesda, MD

- Designed and redeveloped websites for the National Institute of Biomedical Imaging and Bioengineering on Drupal and SharePoint platforms.
- Produced wireframes, high-fidelity mockups, UI designs, and conference assets aligned to NIH brand and usability standards.
- Conducted accessibility audits with WAVE, WebAIM, and VoiceOver, ensuring **Section 508 and WCAG 2.1 conformance**.

UX Designer

Sep 2014 — Jul 2018

Pearson Online & Blended Learning · Columbia, MD

- Designed responsive, WCAG 2.0-compliant digital experiences across **50+ Connections Academy websites** on DotNetNuke CMS, plus responsive email, HTML5 banners, and blog assets.
- Led A/B testing program in Monetate, driving a **60.3% increase in direct-to-conversion** and **40.6% increase in lead-to-application conversions**.
- Served as marketing department accessibility SME, advising cross-functional teams on inclusive design and compliance.

Earlier Experience

2006 — 2014

Graphic & Web Designer, Sponeco Inc. · Graphic Design Intern, Conceptual Geniuses · Retail General Manager, AT&T. Details available on request.

EDUCATION

Bachelor of Arts

University of Maryland, Baltimore County
2012 · Cum Laude · Dean's List (4 semesters) · NSCS

Web Design Certificate

Montgomery College
2012

LANGUAGES

English

Native / Bilingual

Korean

Native / Bilingual