

Ethan Woo

Full-Stack Product Designer

ethan@designbywoo.com

linkedin.com/in/ethan-woo • github.com/gitethanwoo • designbywoo.com

PROFESSIONAL SUMMARY

Product designer and developer with a proven record of shipping delightful user-experiences that balance user needs and business goals. I quit a PhD in molecular biology to help start a tech consulting company that is now on track to hit \$12 million in annual revenue next year.

4 Startups

Launched four startups as the lead product designer: Loveology.org, Servant.io, Pangea.io and The Come and See Foundation

\$80M

Designed and built a nonprofit's donation platform—driving \$80M in contributions in 2 years

\$150M

Created an FX-risk management product, processing \$150M+ in hedged assets since 2022

\$8M

As a founding member of a tech consulting firm, led design to 46% YoY growth and \$8M in annual revenue

CORE COMPETENCIES & TECHNICAL SKILLS

Design

UX/UI Design • Copywriting • User Research • Design Systems • Prototyping • Cross-Functional Leadership

AI / Development

Next.js/Typescript • Cursor/V0 • Webflow • Prompt Engineering • AI Agents • RAG • Python • OpenAI APIs

EXPERIENCE

Design by Woo | 2023 – Present

Freelance Product Designer, Developer, and AI Consultant

- Created a brand identity and pitch deck for a crypto startup ultimately leading to \$2M in funding.
- Saved a trucking company \$180,000 yearly by automating their trailer-purchasing research and decision making.

Servant | 2020 - Present

Senior Product Designer

As a tech consultancy, we've offered staff-aug and product strategy expertise to a number of different startups. As a result, I've been able to be the lead product designer for at least 4 different 0-1 startup launches.

- I designed the website and donation experience for the Come and See Foundation, leading to \$80M in contributions over 2 years.
- I also created the design system for The Chosen app, which has over 15 million downloads across all devices
- I was the principal designer for an FX-risk management platform called Pangea, which just surpassed \$150M in processed currency transactions.
- As a founding member of Servant, I've lead design on our highest risk and most impactful projects, working directly with executive stakeholders to align on product vision, refine strategy, and execute top-notch user experiences

EDUCATION

Master's in Molecular Biology | University at Albany, SUNY

2018-2021

- My master's thesis was called 'Expert Microscopy for Everyone..' - a project which worked toward automating the very difficult aspects of optimizing fluorophore microscopy, so any researcher could use expert settings in a click.

Engineering Internship | Air Force Research Lab Rome, NY

2014-2018

- Worked on terahertz-frequency waveguides for next-generation communication arrays and drone networking.

Bachelor's in Nanoscale Engineering | College of Nanoscale Science and Engineering

2014-2018

- Earned a full ride to a small and very intense engineering school where 30% of the class dropped after 1 semester.