

Sooji Son

Design Engineer: Living at the intersection of Design & Code

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Work Experience

Staff Product Designer · Intuit AI Platform Aug 2024 — Present

Leading the full development lifecycle workflows across Intuit AI Platform including Agent, prompt, and skills development, RAG pipeline management, and evaluation feedback.

- Conceived and coded the prototype for a plugin that streamlines agent setup process; pitched it to PM, eng director, and it shipped as a live capability plugin — [see case study 01](#).
- Led Prompt Playground designs and authored the research-backed consolidation plan that folded a redundant 10k-user product into the platform and doubled adoption — [see case study 02](#).
- Continue to lead the org-wide design systems effort to design, spec, and ship 6 (and counting!) components and reusable patterns to the Design System — [see case study 03](#).
- Championed "designers as builders": authored a skill to keep future AI-assisted code on-system and a guide that took the design team to 100% AI prototyping adoption — [see case study 04](#).
- Designed the E2E Agent Skills experience to discover, bundle, consume them — [see case study 05](#).

Skilled in: Design Engineering, Rapid Prototyping in Code, Technical Workflow designs, Design Systems, Beyond the UI

Senior Product Designer · Intuit AI Platform Nov 2022 — Jul 2024

Lead designer on a self-serve AI/ML platform delivering a streamlined AI developer workflow that includes self-serve no-code model development, GenAI application development with prompts, evaluations and guardrails, and Intuit's Generative AI portal that enables workers to learn, engage, experiment, and productionize GenAI capabilities within Intuit products. Also led the design systems work.

Senior Software Engineer · Intuit Data Platform Aug 2021 — Oct 2022

Worked on decoupling the monolithic Data Pipeline Authoring and Observability Platform to a modern MSaaS architecture with proper documentations and end to end testing with Cypress.

Software Engineer I~II · Intuit Data Platform Aug 2018 — Jul 2021

Worked on Data Pipeline Authoring and Observability features on the Data Platform that enables data accuracy, availability, and lineage discoverability. Lead the design & implementation of a team React Component library & take point on prototyping the future state of the product.

- Install PR templates and checks in the team repo to ensure a faster review cycle (there was none before!)
- Regularly interview customers to identify important features to develop and improve
- Full-stack across UX/UI (Figma, Sketch, React), backend RESTful services (Scala, Java), database (MySQL, Slick, Elasticsearch), and DevOps (Jenkins, AWS S3/EC2).

Education

Bachelor of Arts · Grinnell College, IA

Computer Science and Theatre & Dance, concentration in Linguistics.