

I've spent 15 years designing products where the stakes are real, enterprise security platforms, agentic AI co-pilots, and identity infrastructure at 150M+ user scale. The through-line isn't a job title. It's a belief that design's highest leverage is upstream: resolving product ambiguity, setting strategic direction, and building the team capability that makes execution possible.

RECENT EXPERIENCE

Samsung Electronics Canada

UX Group Lead (Director), Knox AI Platform, Samsung Account for Business, Knox Guard

Directing design across Samsung Knox's Vancouver division, spanning an agentic AI co-pilot for enterprise IT, a B2B identity platform serving global enterprise accounts, and a device security management platform. Combined scope: 150M+ managed users, 40+ cross-functional stakeholders, and design systems governance across three continents.

- Designed Samsung's first agentic AI assistant, cutting IT admin issue resolution from weeks to hours (**60% time savings**) and driving a **32% activation lift** and 30% efficiency gain in beta, metrics that directly shaped roadmap investment at EVP level.
- Defined a 3-year AI platform strategy and North Star vision to align product, engineering, and security leadership across Vancouver and Seoul around a shared agentic AI direction.
- Built the Samsung Account for Business design system from zero, adopted by **10+ teams (100+ members)** globally, reducing QA time by 30% and feature build time by 45%.
- Converted Samsung Account for Business from a consumer B2C product to an enterprise-grade identity platform, designing RBAC, subsidiary management, Galaxy AI permission controls, and organization-level onboarding for enterprise account governance.
- Redesigned the Knox analytics experience to surface AI-assisted intelligence from **10M+ managed endpoints**, shifting IT admin workflows from reactive incident response to proactive fleet management.
- Built and sustained design alignment across 40+ stakeholders (IC to EVP) spanning product, engineering, and enterprise security, governing platform vs. vertical design tensions across a multi-product division.
- Used interactive prototypes, not specs, to test microinteractions with engineering and validate the trust model with IT admins before build.
- Led **5 senior designers and content leads** across three continents; built the coaching model and career framework that scaled the team without centralizing decisions.
- Won the **2025 iF Design Award** for the Samsung Knox Design System.

Absolute Security

Design Lead, Secure Endpoint & Analytics Platform

Joined as a senior designer at Absolute Software, a publicly traded endpoint security company protecting millions of enterprise devices globally. Built the UX practice, research infrastructure, and multi-disciplinary team from zero. Left as design lead with a direct seat at product strategy from VP to C-suite.

- Built UX research and experimentation infrastructure from zero, driving **NPS from 50 to 88** and sustaining it in the high-80s for three consecutive years with average 91% customer satisfaction.
- Drove daily console adoption from 30–40% to **76%**, a behavioural shift that reflected the product becoming genuinely useful, not just deployed.
- Led a full platform redesign spanning information architecture, navigation, and visual system across engineering and product over multiple release cycles.
- Redesigned the analytics experience for enterprise IT admins, turning raw endpoint telemetry into prioritized, actionable security intelligence.
- Built enterprise design system for 15 product teams: 40% component reduction, 30% faster feature time-to-market, full platform adoption.
- Elevated design to a strategic function, earning a direct voice in roadmap decisions at VP and C-suite level, not as a presenter of finished work but as a contributor to prioritization.
- Built and scaled component library infrastructure enabling team growth without fragmenting the product experience.
- Used interactive prototypes to align stakeholders, test flows with customers, and hand off animation specs directly to engineering.

Additional experience available at [linkedin.com/in/ydshinto](https://www.linkedin.com/in/ydshinto)

CORE COMPETENCIES

Design Direction & Leadership

Design systems leadership, design operations, org building, coaching & mentorship, hiring, performance reviews, cross-functional stakeholder alignment

AI & Agentic Product Design

AI product strategy & governance, human-in-the-loop patterns, agentic workflow design, trust framework design, LLM products, conversational UI, responsible AI, rapid prototyping, interaction & motion design

Design Systems & Platform Infrastructure

Token-based theming, component architecture, federated governance, contribution frameworks, design system adoption, cross-team rollout, QA integration

Research & Measurement

UX research program building, usability metrics, behavioral research, NPS correlation, OKR-linked UX KPIs, design system KPIs

AWARDS & RECOGNITION

- **2025 iF Design Award** winner for Samsung Knox Design System, iF Design Awards
- Absolute Software recognized as a **Leader in G2 Fall 2023**, G2 Fall 2023 Grid Reports
- Absolute Software recognized in **2023 Gartner® Market Guide for Zero Trust Network Access** as Representative Vendor
- Absolute Software named **Gold Winner, 2023 Cybersecurity Excellence Awards**

Additional awards available at [ydshinto.com](https://www.ydshinto.com)