

ABOUT ME

# KYUNGHEE LEE

UX and product strategy leader with 15+ years of experience.

Skilled in driving the full product design lifecycle - from 0 to 1 initiatives to large-scale implementation - across diverse digital platforms including mobile, web, TV, and streaming devices.

PROJECT #1

# Sling TV Experience Overhaul

Product-level redesign across TV, Mobile, and Web

Role: Lead Design Architect

Core Team : Myself, Lead PM, Lead Eng Architect

4 Cross Journey Team: Designer, PM, Researcher

## SUMMARY

# We shipped a Product-level redesign that improved speed-to-content, retention, and conversion.

**18mo**

**18 Month Rollout**

Roku TV(year 1) to all  
TV/mobile/ web

**↓51%**

**Time to Video**

45s → 22s

**↓33.3%**

**Browsing Time**

165s → 110s

**↑27.1%**

**Daily Viewing Time**

85min → 108min



**Spotlighted by**

CNET, The Verge,  
Techcrunch

## ROLE & SCOPE

# I set product goals, built the foundation, and aligned multiple teams to ship consistently at scale.



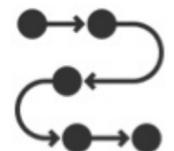
### Product direction

- I proposed and initiated the redesign program to senior leadership
- I defined design goals, priorities, success metrics, and guardrails across all platforms



### Foundation

- I defined the foundation blueprint: IA map + UI layers + interaction model + core surface visuals
- I distributed the kit to all cross-journey teams as the design source of truth



### Parallel Shipping at Scale

- I established review cadence and governance across 4 teams / 8+ platforms
- Result: reduced cross-platform variance and rework

# Winning on UX to Drive Engagement, Retention, and Monetization

## Context

- As the streaming wars heat up, Sling's content/price differentiation is weakening while competitors scale faster on brand, existing user bases, and strong UX.
- Our product has evolved through years of layered additions on a legacy design, creating inconsistency and falling behind today's expectations—making a redesign necessary.

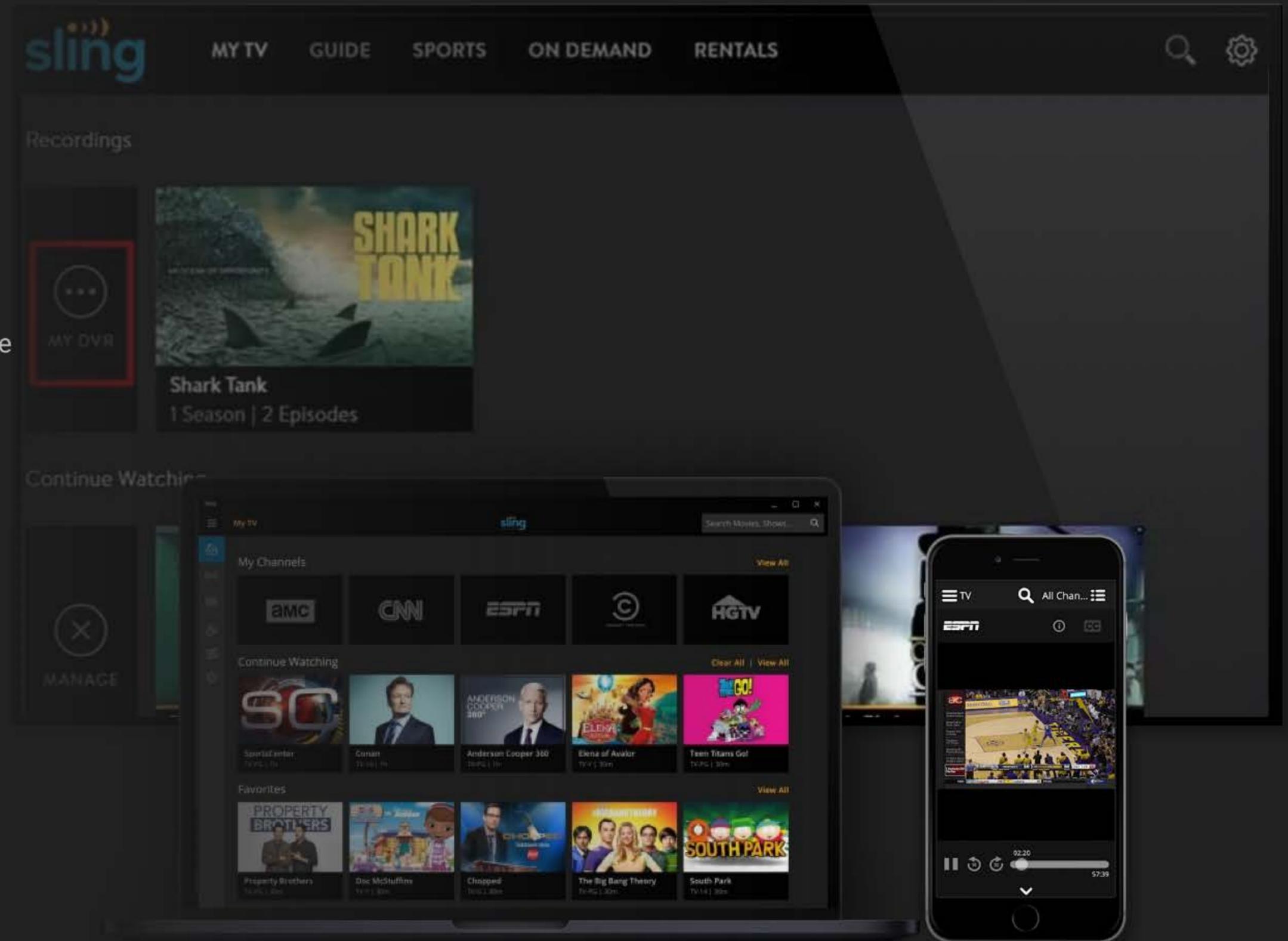
## Why Overhaul

- Why now: Better Product Experience → Higher Engagement → Lower Churn.
- What: Full UX/UI redesign across TV, mobile, and web with a modern visual paradigm.
- Impact: Increase watch time and improve DAI (ad) revenue, enabled by a future-ready foundation beyond tech-debt constraints.



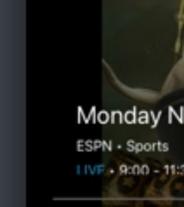
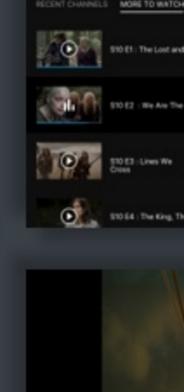
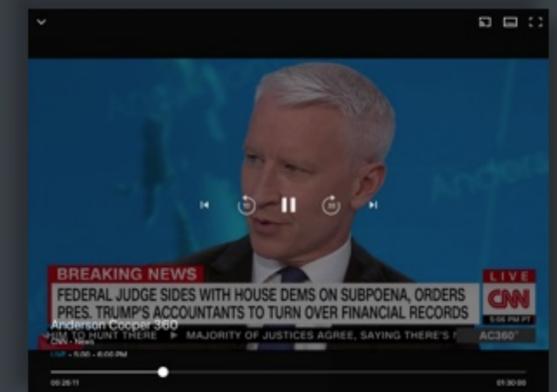
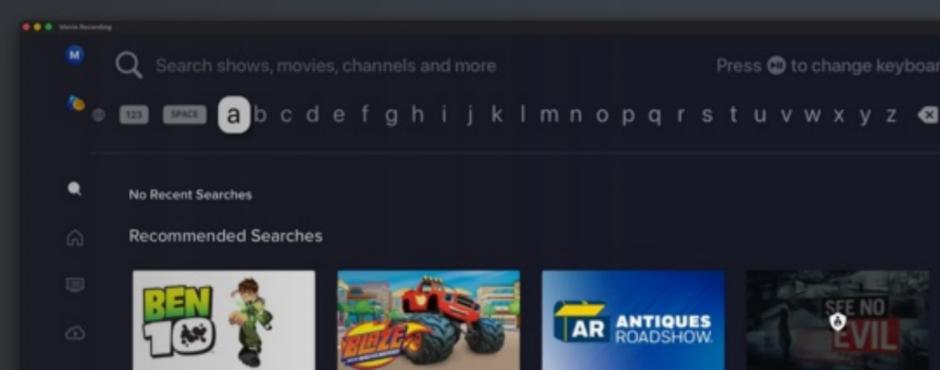
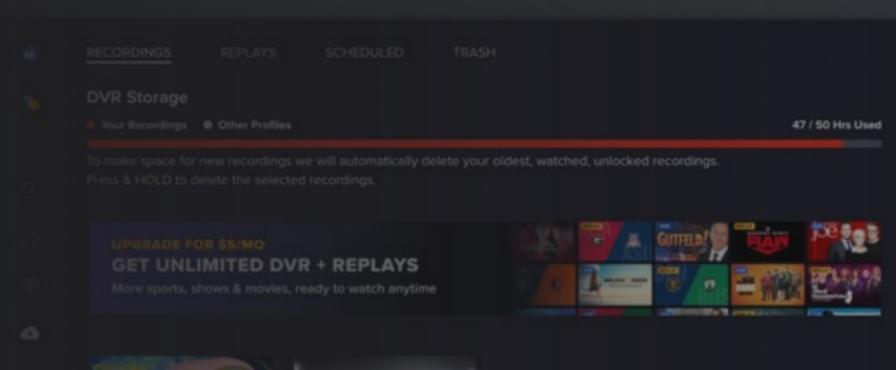
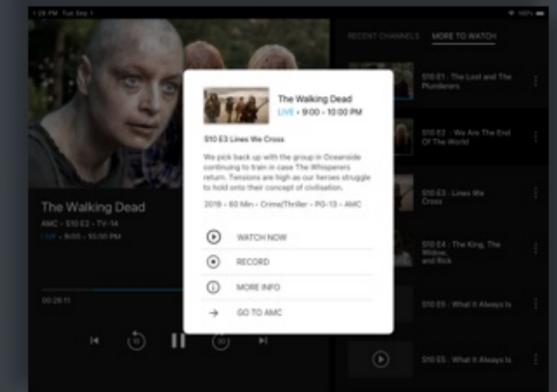
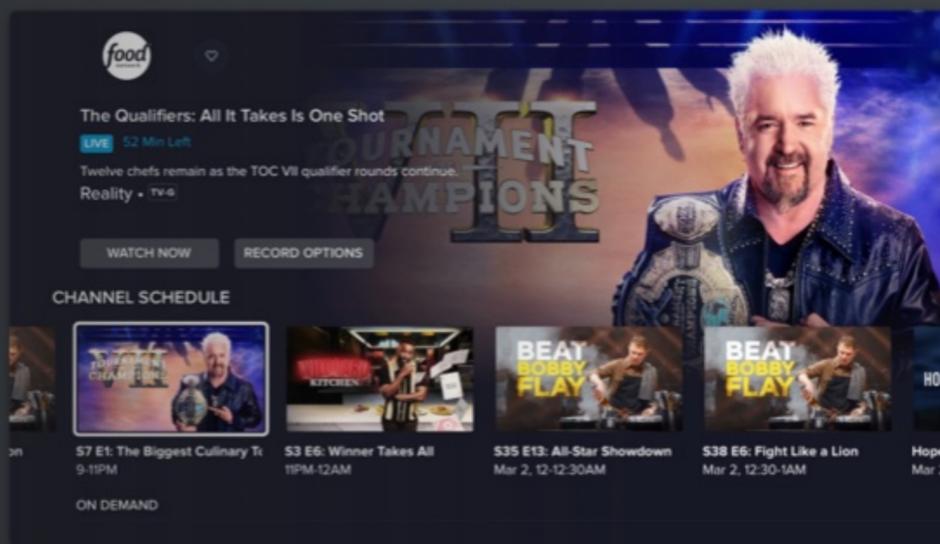
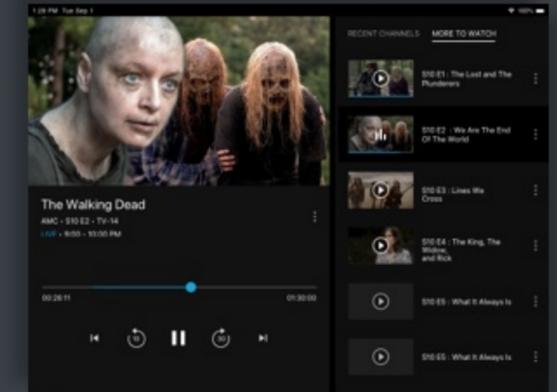
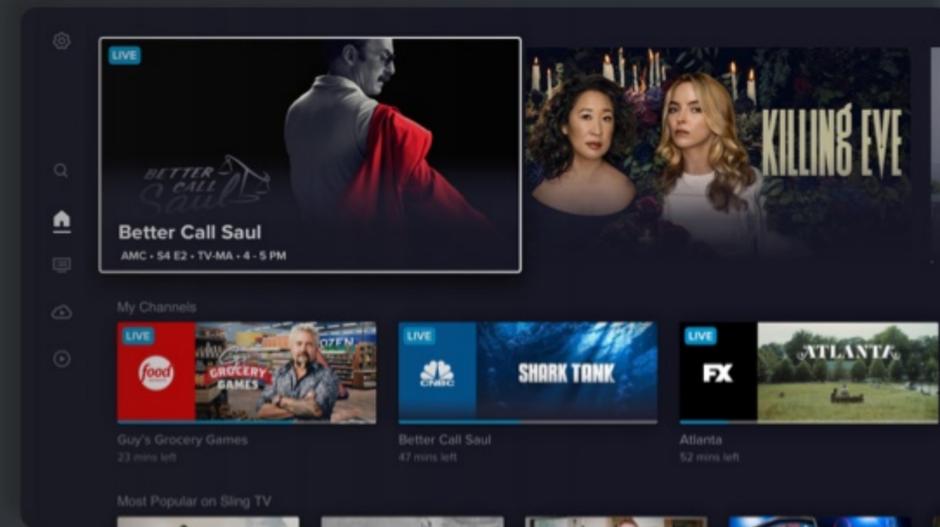
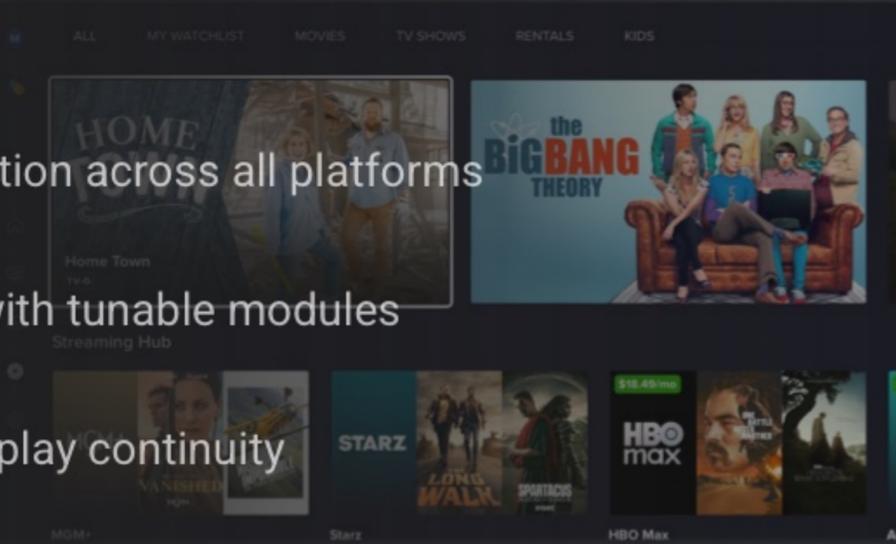
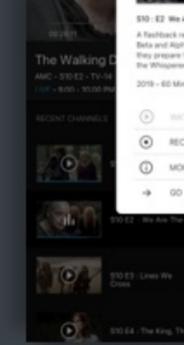
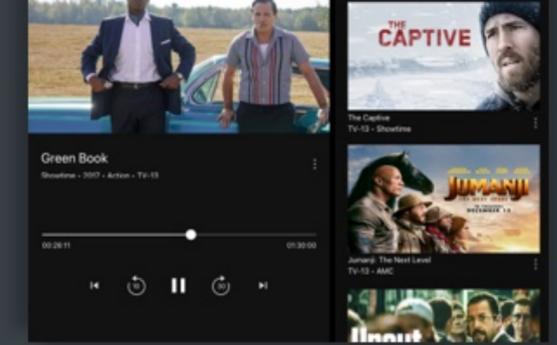
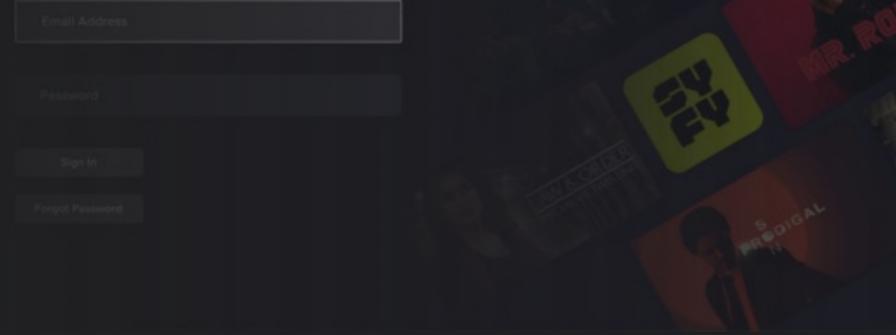
# Before

- Inconsistent nav patterns across platforms
- Dated visual paradigm on legacy architecture
- Users reported
  - “Too many clicks to video”
  - “UX gets in the way of finding content”



# After

- Unified IA and navigation across all platforms
- Personalized home with tunable modules
- Seamless browse-to-play continuity



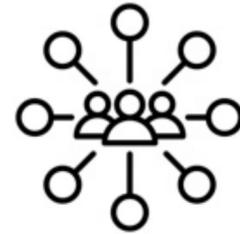
## THE GOALS

# Create a better product experience that drives engagement



### Better product experience

Unified, intuitive experience across  
TV, mobile, and web



### Higher Engagement

More time spent watching – less  
time spent searching



### Lower churn

~40% of activations come from  
former customers – churn is the  
problem worth solving

## STRATEGY

# Make navigation effortless first—then make discovery smarter and viewing seamless

- Trade-off: Remove core friction first (wayfinding + decision fatigue) before adding new features
- Sequence: Foundation → Personalized Discovery → Seamless Viewing
- Proof: Validate with measurable behavior change (pre/post + guardrails)
- Leading indicators: Time to Video ↓, Browsing Time ↓
- Outcomes: Hours Watched ↑, Retention ↑ (Churn ↓)

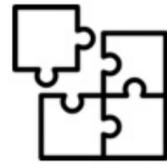
# Design Principles



## Clarity over More

Reduce decision fatigue with fewer, clearer choices.

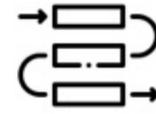
Make navigation and wayfinding predictable across surfaces.



## Relevant by Default

Surface the right content first with smart defaults.

Increase confidence and reduce browsing effort.



## Keep the Flow

Protect continuity from browse → play → continue watching.

Minimize interruptions and context loss during playback.



## Consistency at Scale

Use shared patterns and interaction rules across TV, mobile, and web.

Reduce variance and rework while shipping faster as the system grows.

# Where does engagement break down today?

Evidence from Cross-team insights • 30+ interviews • 600+ surveys • 15+ competitive reviews • analytics/backlog

## Wayfinding breaks down

Navigation feels bloated and inconsistent across surfaces.

Users spend extra time just figuring out where to go next.

## Choice overload slows discovery

Too many menus/rows create decision fatigue.

Browsing gets longer, and users lose confidence in what to pick.

## Relevance isn't the default

Recommendations don't feel tailored or explainable enough.

Users work harder to find something that fits "right now."

## Exploration interrupts viewing

To browse, users often have to stop watching and lose context.

The journey from browse → play lacks continuity.

# Key Findings

	Wayfinding breaks down	Choice overload slows discovery	Relevance isn't the default	Exploration interrupts viewing
<b>Interview</b>	Users were unsure where to go next and noticed platform inconsistencies	Users felt fatigued before choosing	Users said recommendations often felt off-target	Users wanted to browse without interrupting playback
<b>Survey</b>	42% reported cross-platform confusion	46% reported choice overload	39% said recommendations felt irrelevant	47% said browsing disrupted viewing
<b>Analytics</b>	Long time to first play, high backtracking	Deep browse, low play starts	Engagement dropped sharply beyond the first rows	40% drop in return-to-play after detail view
<b>Competitive Review</b>	Competitors had clearer IA and more predictable navigation	Competitors reduced decision load with better prioritization	Competitors used smarter defaults and relevance cues	Competitors preserved playback during exploration

## DECISIONS

# Three program decisions we made to fix it



### Decision 1 – Foundation

- Way finding we broken
- Unify IA, navigation, and interaction rules across TV/mobile/web.
- Moves: Time to Video ↓



### Decision 2 – Personalized Discovery

- Choice overload + poor relevance
- Make the home experience relevant by default with smart modules and defaults.
- Moves: Browsing Time ↓



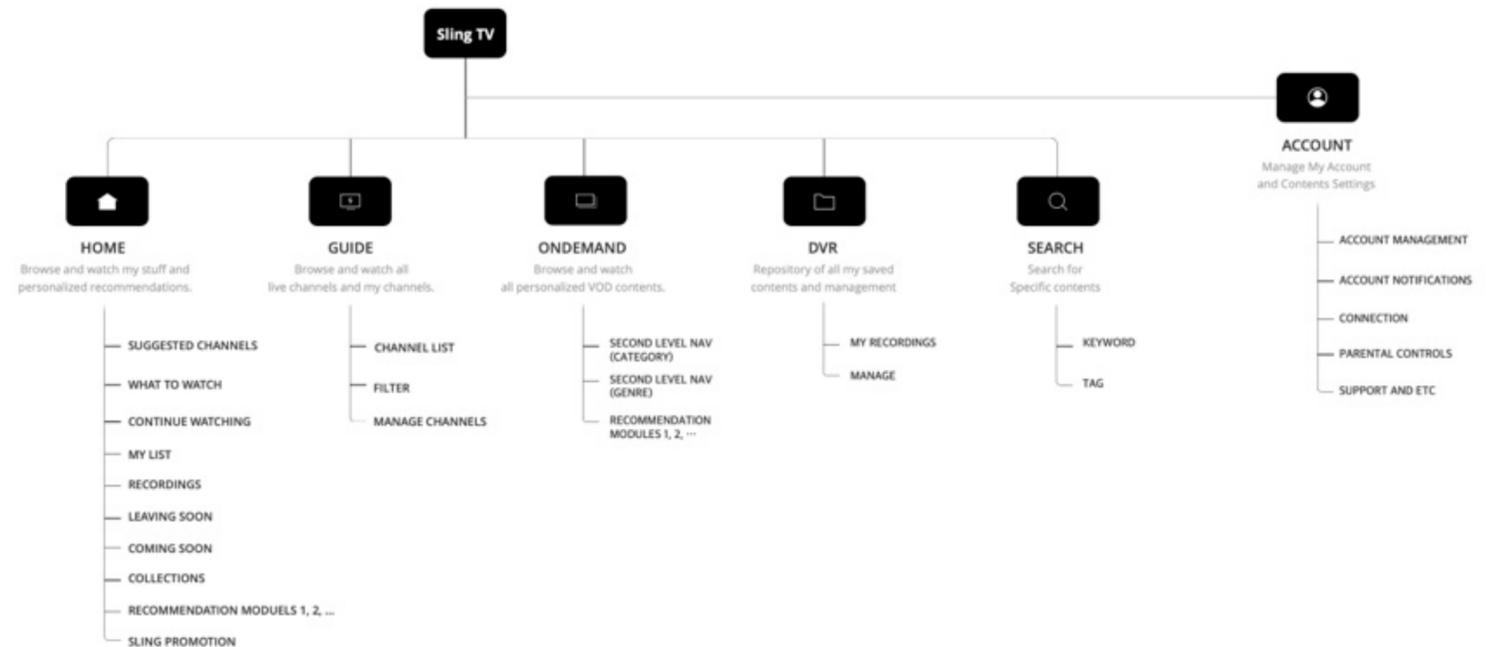
### Decision 3 – Seamless Viewing

- Exploration interrupts viewing
- Protect continuity from browse → play (keep playback alive during exploration).
- Moves: Viewing Time / Hours Watched ↑

## DECISION 1

# Foundation – unify IA, navigation, and interaction rules

- Simplified the primary destinations to match core user goals
- Standardized navigation + interaction rules to reduce cross-platform variance
- Established a foundation kit (IA map + UI layers + interaction model) and distributed it across journey teams
- Trade-off: reduced surface area → mitigated with Home personalization + Search
- Impact (leading KPIs): Time to Video ↓; Browse time ↓



# Guideline

- Information architecture
- UI guideline
- Navigation model
- Device specific Interaction guideline
- Responsive UI guideline
- and more

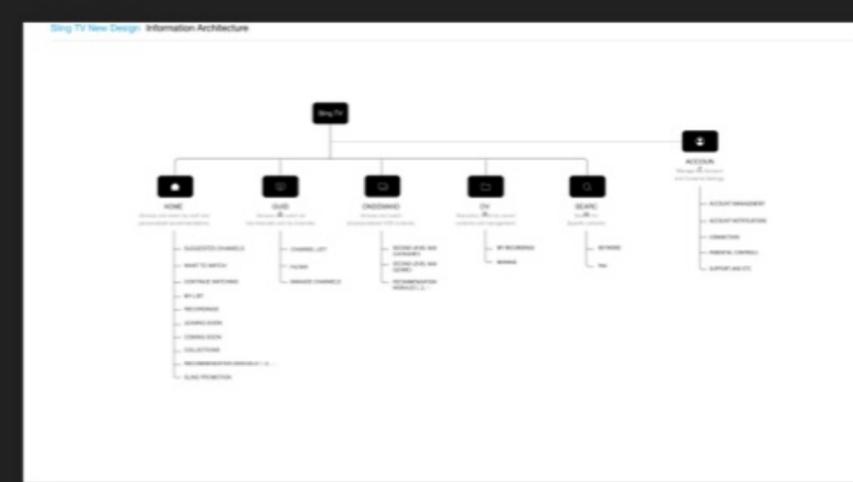
Sling TV New Design - Information Architecture



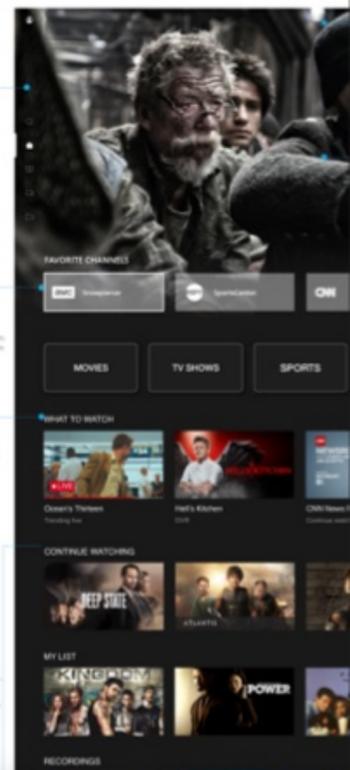
### Simple menu organization.

Streamlined data points show that our app has too many tabs and screens. This means wasted real estate and poor content discoverability. A simplified and hierarchically organized information architecture will help customers find content quicker and highlight features they aren't aware of today.

<b>HOME</b> Discover and watch our staff and professional recommendations.	<b>GUIDE</b> Discover and watch all the channels and live channels.
<b>ONDEMAND</b> Browse and watch all personalized VOD content.	<b>DVR</b> Repository of all my DVR content and management.



Sling TV New Design - Home Screen



### Home Screen

There are personalized, personalized tiles and displayed in the Home screen. And also highlight the Movies, Shows, News, Sports.

**Main Menu**

- Home / Guide Library
- And Search / My Account

**Live Channel List**

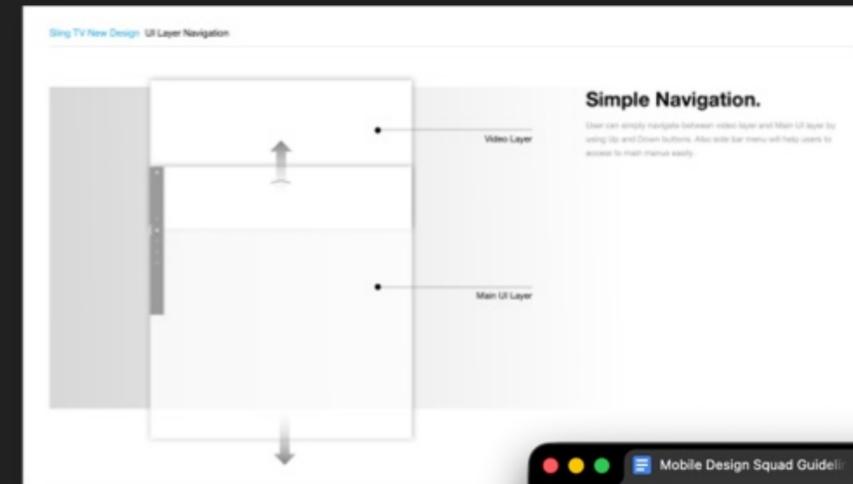
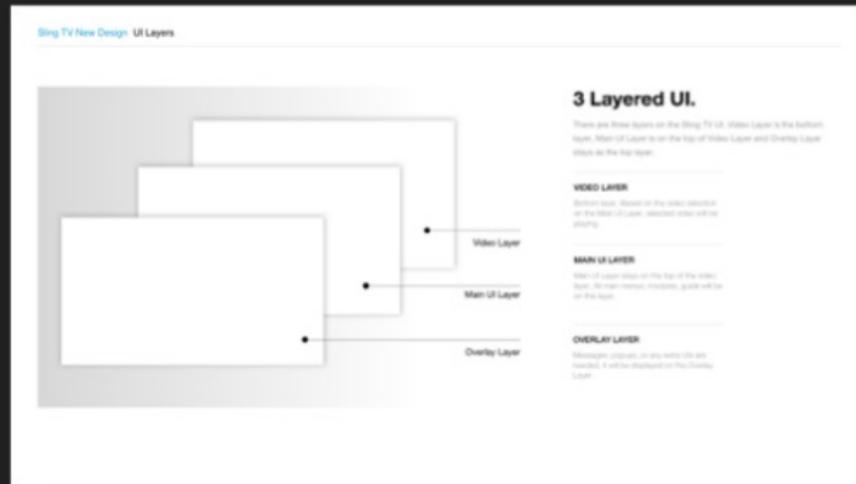
- Users can scroll and select to watch channels.
- Depends on the product version, display of channels, my channel, my channel, my channel, my channel.

**What to watch module**

- Display top recommended content based on user pattern, trending, featured, continue watching, recently added, etc.

**Personalized Modules**

- Users also can find and manage their content in the library, etc.



Mobile Design Squad Guideline

docs.google.com/document/d/1atgB5BomC-EhUMla-uw1...

## Mobile Design Squad Kick Off Guideline

**Designers**

- Home, Nav, DVR, OnDemand: Gilberto
- iViews, Channel Page, Playe(+BWW)r: Charlotte
- Guide: Ashley, Morgan
- Search, Settings, IAP: Devon, Divya
- DSM: Michele, Luke, Adriana
- Research: Patrick, Gabrielle

**Design Tracks**

- Reskinning: Reskinning 10ft design to mobile. Reference Amazon TV and existing source files.
- Revisit & Test: Any designs need to be revisited and tested. Follow the design process.
- New Feature: Follow the design process.

**Source Files**

- G Drive: <https://drive.google.com/drive/u/0/folders/14ahly9eddizHogDerfybvNkHeFTH-Ut>
- All initial source files are in the "Initial Source Files" folder. Use those files but don't make changes. (Duplicate and save on your computer)
- Any new design source files go into the relevant folder (1. Sign In : UP; 2. Home, ...)
- Working file naming convention: Sling Mobile - Feature Name - WIPsketch
- Dev handoff file naming convention: Sling Mobile - Feature Name - Master Dev Hand-off.sketch
- Above two files and any related files will be stored in the folder.
- Make an archive folder for anything out dated

InVision

Sling TV New Design - DVR Screen



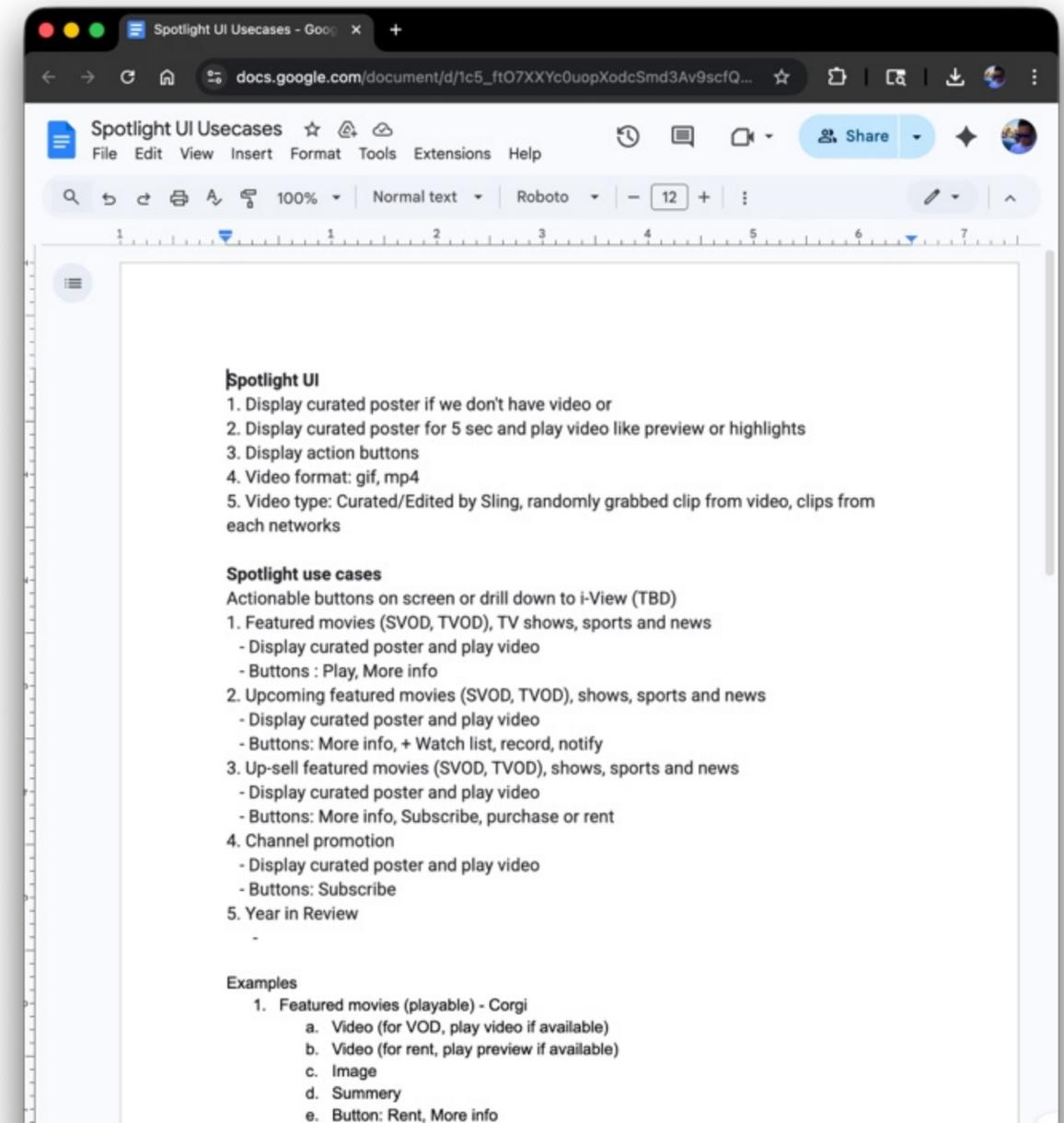
### DVR.

DVR page is a repository of all my recorded contents and management.

## DECISION 2

# Personalized Discovery – make Home tunable, trusted, and efficient

- Tunable Home system: configurable module order + ribbon strategy to adapt discovery by surface and context
- Spotlight: blend curated + personalized (curated cap with personalized fallback)
- Build trust: “Why this” explanations + remove duplicate content across modules
- Enable relevance: improved content metadata pipeline (Gracenote → TiVo) to strengthen targeting
- Trade-off: more curation can reduce freshness → manage with freshness & diversity guardrails (prevent viewer fatigue)
- KPIs: Browsing Time ↓ + Session Length ↑





# Modules

- Spotlight: curated cap (max 2) + personalized fallback — always relevant, never empty
- Top Picks For You: prediction + “Why this?” label — builds trust by showing reasoning
- Module order: configurable by surface — optimized for viewership signal, not editorial preference

Home Screen Spotlight Module

**1. Spotlight Module**

- Blended module (recommendations+curation) that is content first and highlights the best of what's live and the best of "don't miss" type of featured content
- Rich background image, with CTAs and explanation on image that vary based on content type and playback availability
- Contents: Live, VOD, Future airing, Rentals, etc.

**2. Spotlight Tile Indicator**

**3. Content information**

- Display title, metadata, rating, short description, channel logo

**4. CTA**

- CTA on image depending on content availability
- Live = Watch
- Playable SVOD = Watch
- Upcoming = Record
- TVOD = Rent / Order
- There will be a common CTA on the tile no matter the content type above called "More Info"

**5. Explanation**

- Why I'm seeing a Spotlighted asset, so I can decide whether I want to watch

Home Screen Top Picks for You Module

**1. Top Picks for You**

- Predict what users will watch next (personalized and predictive in nature)
- Filter out recommendations already displayed in Spotlight
- Tell users why content is being recommended
- Press "OK" on live, DVR and continue watching tiles, play video
- Press "OK" on VOD tiles, display i-View.
- Contents: Live, VOD, Future airing, Rentals, etc.

**2. Explanation**

- Why I'm seeing a Top Picks for You asset, so I can decide whether I want to watch
- Display two lines of metadata both non-focused and focused state

**3. Focused State**

- Check "Sling TV - Metadata & Tiles sketch" for more details

**4. Metadata**

- For episode, display season and episode number and title
- For Movies, display movie title

## 1. Main Menu

- Home / Guide / On Demand
- Search / My Account

## 2. Live Channels View

- Show poster for # second
- And play the selected char

## 3. Live Channels List

- Users can scroll and select
- Depends on the product p channels, my channels or su

## 4. Full Screen Indicator

- When user press up button and dismiss from the screen
- And show full video playing

## 5. Next Level Categories

- When select a next level category down to next level page and VOD contents.

## 6. What to watch module

- Display top recommended user pattern.
  - Trending
  - Recorded
  - Continue watching
  - Recently added
  - etc

## 7. Personalized Modules

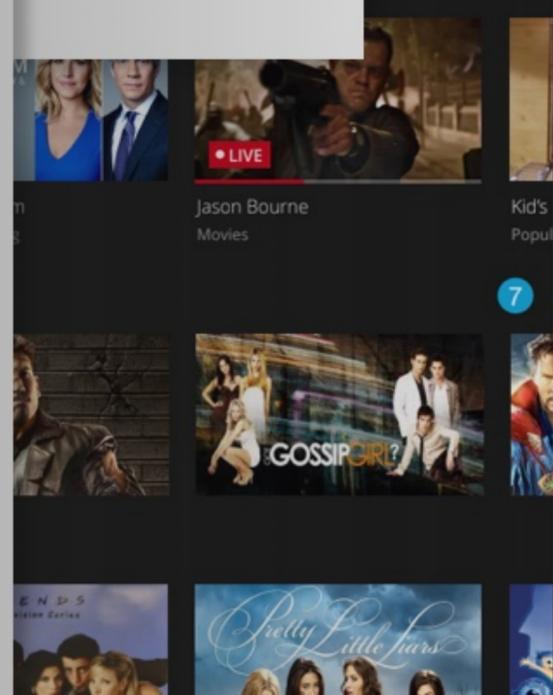
- Display contents that user s

## 8. Sling's Recommendation

- Display contents that Sling r
- Personalized, promotional

## 9. Next Level Categories M

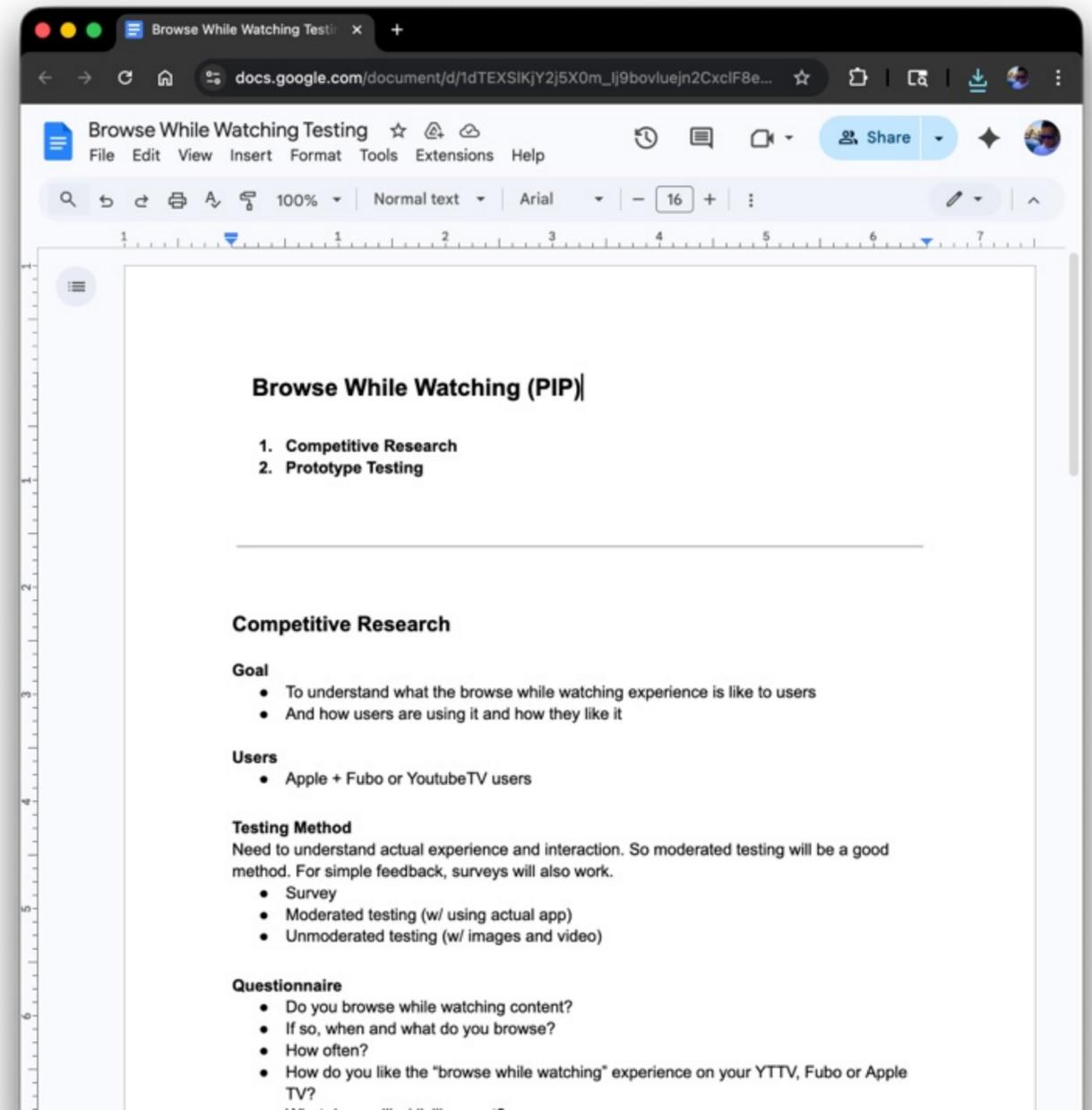
- Display top recommendati level categories.



## DECISION 3

# Seamless Viewing – protect continuity from browse to play

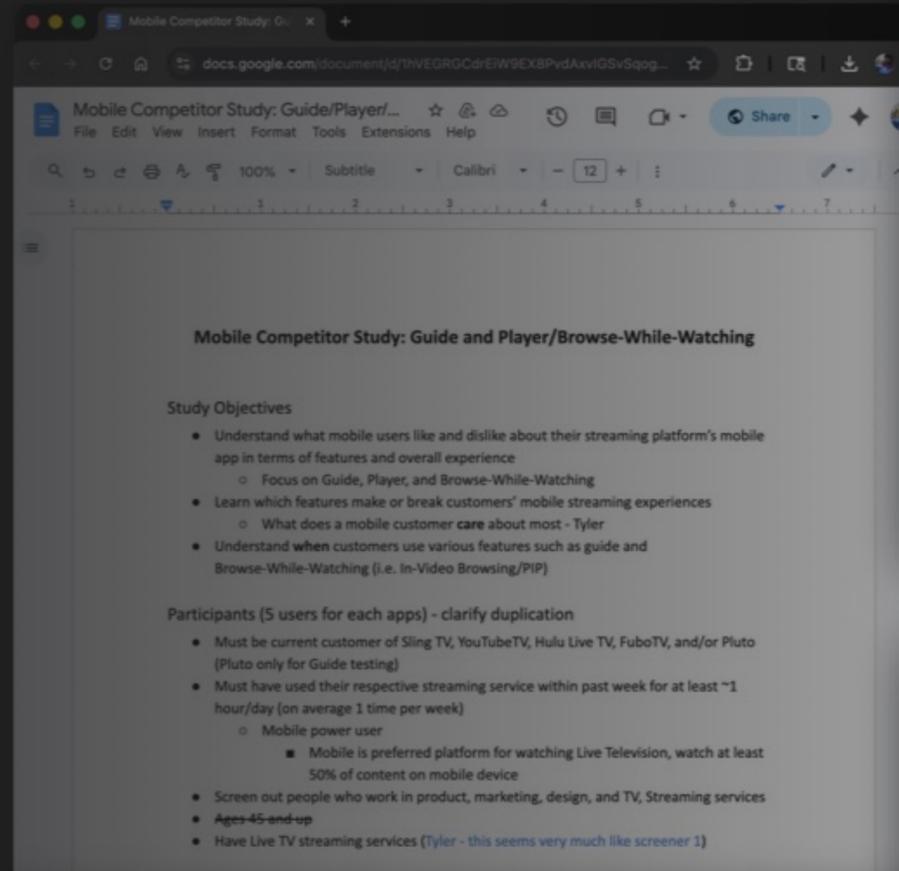
- Interactive previews: PiP + muted previews + channel zapping to browse without stopping playback
- Auto-fullscreen tuning: de-risked with A/B tests (preview start 1.0s vs 1.2s; fullscreen trigger 5s vs 10s)
- Audio defaults: Muted by default + Captions ON to keep previews informative without being disruptive
- Fatigue protection: max 3 preview loops, then freeze to avoid viewer fatigue
- Guardrails: opt-out/exit behavior + playback stability (latency/interruptions)
- KPIs: Play Start Rate ↑ and Hours Watched ↑



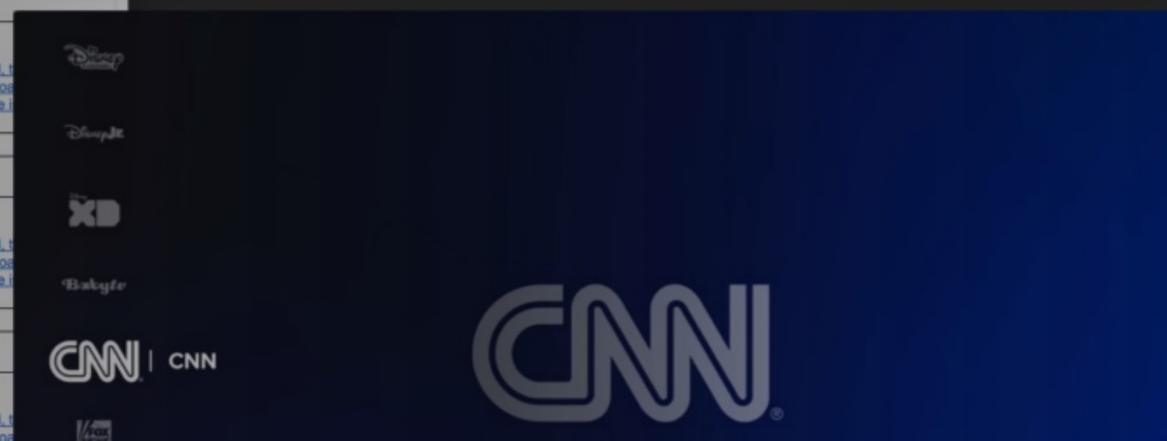
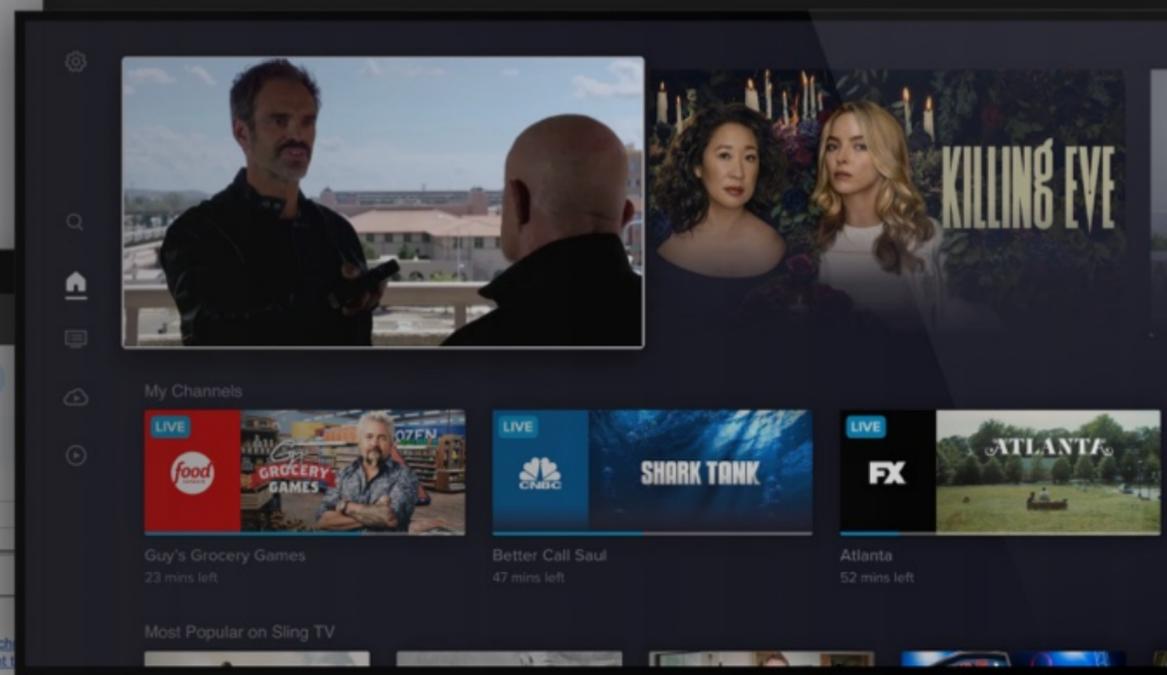
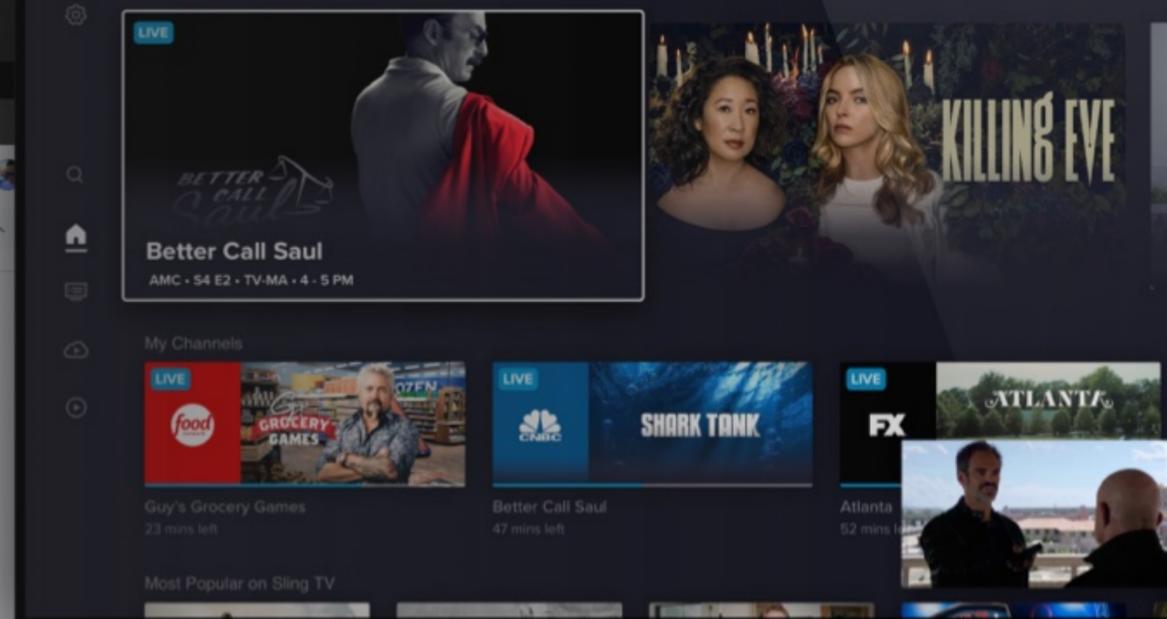
# PIP Previews Channel zapping

Design response:

- PiP: persistent video layer — playback never stops
- Muted preview: auto-play on focus, muted by default
- Channel zapping: next channel without returning to guide



	A	B	C	D	E
1	No	Contnets	Place to display	Metadata	Example
2	1	Live News	Video Player	Show Title Channel Name • Start Time - End Time	Anderson Cooper 360 CNN • 9 - 10:30 PM
3			Details Tab	Show Title Start time - End Time Description Channel Name • Duration	Anderson Cooper 360 9:30PM - 10:30PM Anderson interviews Democratic House Impeachment experiences and reflections in the impeachment CNN • 50 Min
4	2	Live Shows	Video Player	Episode Title Channel Name • Start Time • End Time • Rating	S5 E2: Madrigal TNT • 9 - 10:30 PM • TV-MA
5			Details Tab	Episode Title Start time - End Time Description Channel Name • Duration • Genre • Rating	S5 E2: Madrigal 9:30 PM - 10:30 PM After a Lying-In Hospital employee is murdered, the heels of the killer, Sara enlists the help of Jos suspect, the gang find that not even Sara's oice TNT • 60 Min • Action/Crime- TV-MA
6	3	OD Shows	Video Player	Episode Title Channel Name • Duration • Rating	S5 E2: Madrigal TNT • 50 Min • TV-MA
7			Details Tab	Episode Title On Demand Description Channel Name • Duration • Genre • Rating	S5 E2: Madrigal On Demand After a Lying-In Hospital employee is murdered, the heels of the killer, Sara enlists the help of Jos suspect, the gang find that not even Sara's oice TNT • 60 Min • Action/Crime- TV-MA
8	4	Recorded Shows	Video Player	Episode Title Channel Name • Duration • Rating	S5 E2: Madrigal TNT • 50 Min • TV-MA
9			Details Tab	Episode Title Recorded Date Description Channel Name • Duration • Genre • Rating	S5 E2: Madrigal Recorded Wed Aug 19, 9:30 PM - 10:30 PM After a Lying-In Hospital employee is murdered, the heels of the killer, Sara enlists the help of Jos



## SCALE

# Kept multiple teams aligned and reduced cross-platform variance through governance

- Established a review cadence + clear quality bar across journey teams
- Documented principles + foundation rules + decision rationale; distributed updates
- Release readiness: pattern reviews + handoff checkpoints → lower rework
- Outcome: Less variance/rework → faster, more consistent shipping

Home\_screen name\_additional screen name\_additional screen name

Design Check In and Review Process (TBD)

MON TUE

Design Review

Jon review: Tuesday

- Individual check in (if need
- Squad Review (UX, PM, De
- Squad Review: Check in cs
  - Squad Review 1 g
    - PM/Desig
    - Dev: Dev
  - Squad Review 2 g
    - PM/Desig
    - Dev: Shas
  - Squad Review 3 g
    - PM/Desig
    - Dev: Prak
  - Squad Review 4 g
    - PM/Desig
    - Dev: shou
- Matt W and Tech I

Design Requirements and Trackin

- <https://docs.google.com/edit#gid=0>

Screen Size

- Android Phone 360 x 760
- Android Tablet 800 x 1280
- iOS and other size devices
- Provide responsive design

### Mobile Dev Handoff Process

Tracks: Repurpose & Skinning based on 10ft, Revisit & Test

High level priorities

1. Sync with the Dev team and eat priorities (Mobile tablet OS)
2. Go thr
3. Find ou
4. Check
5. For #4,
6. High L

### 1. Designing for CJTs

Each customer journey team has a dedicated design lead who is responsible for creating solutions that solve customer problems and work within our current design system. Design leads are also responsible for analyzing the current experience, and making UX recommendations based on their analysis.

#### Team Meetings

We have two mandatory weekly meetings with different purposes for each. It is required for design team members to attend both meetings unless they have approval from their manager to skip.

Feedback/review process: Buddy > Design Team > Product Team > Leadership

#### Sign off st

1. Desig
2. Confin
3. Review
4. Review

Sources

Product side

1. Product Design Meeting

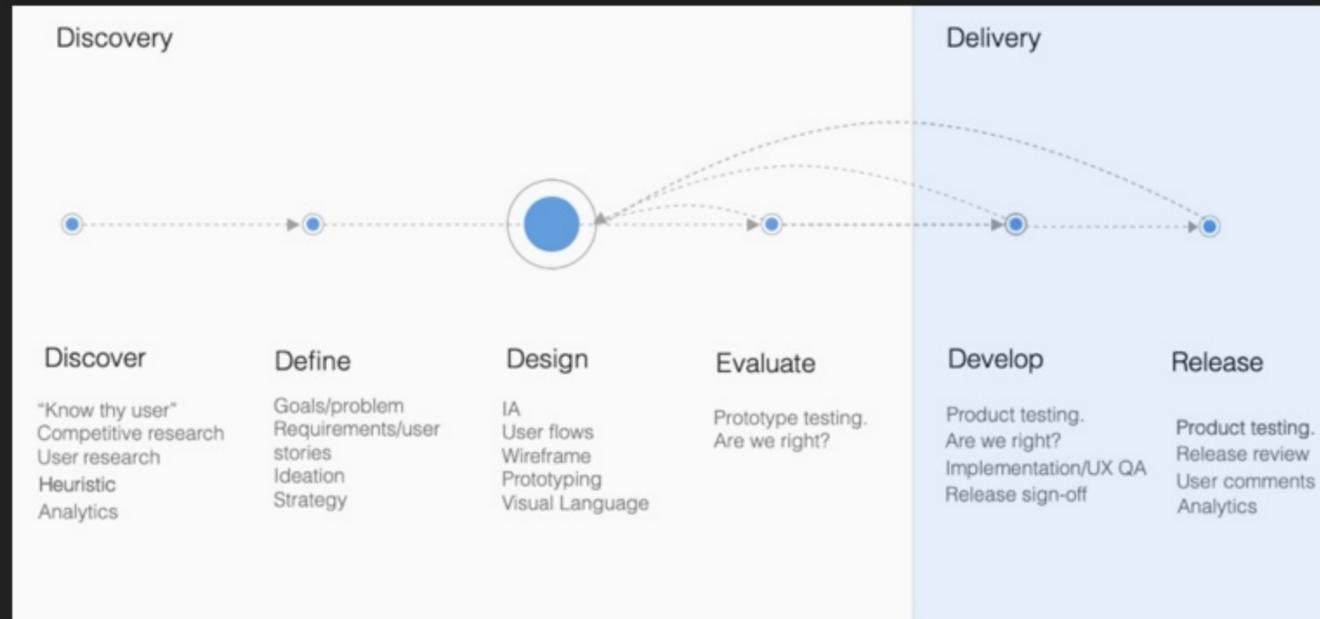
This is a 45 minute weekly meeting between the design team and the VP of Product to discuss:

- Individual status updates
  - Decide on topics for design review
- Important team updates
- Feedback/ suggestions for team

2. Design Review

# Team and Design Process

● CORE TEAM ○ CROSS JOURNEY TEAM



Cross Journey Team

Core Team

SCALE

# Stakeholder alignment & prioritization



- I proposed overhaul and secured direction with senior leadership
- I aligned foundation decisions with Head PM + engineering architecture
- I coordinated priorities and execution with each journey team's designers and PMs
- I made explicit trade-offs and set guardrails: complexity↔discoverability, relevance↔diversity, preview↔fatigue

## IMPACT

# Meaningful gains across efficiency, engagement, retention, and conversion.

Program-level pre/post based on a combined cross-platform rollout (not per feature).

Leading KPIs	<b>↓51%</b> Time to Video 45s → 22s	<b>↓33.3%</b> Browsing Time 165s → 110s	<b>↑27.1%</b> Avg Daily Viewing Time 85min → 108min
Downstream (Product)	<b>↑26.7%</b> Monthly Viewing Days 15days → 19days	<b>+7pp</b> 12 Month Retention 48% → 55%	<b>+1.1pp</b> Paid Conversion 3.5% → 4.6%

## CLOSING

# Meaningful gains across efficiency, engagement, retention, and conversion.

- I led the program end-to-end: strategy → decisions → foundation → measurement → scale
- Improved team alignment: faster decisions, fewer conflicts, clearer ownership
- Drove impact through behavior change: efficiency → engagement → retention → conversion
- Next: deeper personalization → continuity → experimentation at scale