

JANE CASTELLANI

STAFF PRODUCT DESIGNER

Staff-level designer fluent in modern AI tooling — prototyping in code, shipping AI-native products, and leading teams where the model is a design material. Currently co-founding **konteen** and **Yuja Labs**.

CONTACT

kimpeal@gmail.com
 janepeal.kim
 linkedin.com/in/
 jane-p-castellani-kim
 Denver, CO

EDUCATION

University of Pennsylvania
 School of Engineering & Applied Science
 B.S.E., Systems Engineering

LANGUAGES

English · French · Korean

CURRENTLY

BUILDING

konteen & Yuja Labs

EXPLORING

Model-comparison tooling & agentic design ops

AVAILABLE FOR

Senior IC roles & advisory

Yuja Labs · AI product engineering studio

2026 — CURRENT

Co-founder, Design

Co-founded an AI-native product engineering studio. Leading design across client work and building the studio's design practice from day one — prototyping process, visual identity, and how design operates inside an engineering-led team.

konteen · Illustrated children storybooks

2025 — CURRENT

Co-founder, Design

Consumer AI product that turns family memories into custom illustrated children's storybooks.

- Led design, product, and brand across the AI story builder, personalization system, marketing site, and digital & printed books — shipped to first users within 4 months of incorporation.
- Partnered with engineering to ship an AI-native stack and internal tooling, including a model-comparison admin that let the team evaluate and adopt new illustration models the same week they released.

AirDNA · Short-term rental analytics platform

2023 — 2025

Staff Product Designer, Lead

- Led design across AirDNA's product portfolio — Property Manager, Market Research, Uplisting, Host Tools, and Enterprise — anchoring the post-acquisition Uplisting PMS redesign
- Drove AI tool adoption across the design org — tightening the insight-to-shipped-design loop from weeks to days on typical feature work.
- Hired and managed 2–3 designers; partnered with 4–5 PMs on feature strategy, often serving as the product voice with cross-product knowledge.

Project Worthmore · Refugee-support nonprofit

2023

Freelance Designer

Designed an internal matching platform for a Denver-based refugee-support nonprofit — turning a manual spreadsheet process into a multi-variable compatibility system.

- Reframed volunteer-participant matching as a data-modeling problem — redesigned intake forms and built a review system that cut match time by ~60%, freeing coordinators to expand into 3 additional programs.

AE Studio · Product development agency

2021 — 2023

Product Designer & Manager

- Led design and engineering on a new B2B product line at EVgo, taking it from 0→1 to first enterprise launches — a product line that went on to scale into a multi-million-dollar service.

EARLIER CAREER SHAPE

15 years across consulting, product management, and product design — shipping across regulated industries (pharma, airlines, healthcare) as well as consumer AI and founder-led startups.

SELECTED WORK

janepeal.kim

Portfolio & case studies

INDUSTRIES

Consumer AI

Short-term rental & travel

Enterprise B2B

Pharma & healthcare

EV & fleet infrastructure

STROLLjN · Community travel & remote-work startup 2020 — 2021

Co-founder, UX · Nice, FR

Co-founded a bootstrapped startup combining home-swap with community for remote workers.

- Led UX, product, and marketing with lean-startup methods — user interviews, smoke-page tests, metric-driven experiments, and feature releases on short cycles.
- Launched the product and community, and managed a small team — marketing intern and junior UX researcher — through validation and early growth.

WWAV · Independent design practice 2021

Freelance Designer · Nice, FR

- Responsive sites and native mobile work for four international startups spanning airlines, healthcare, real estate, and gaming.

travellaer · Airline product & digital studio 2018 — 2020

Product / UX Project Manager · Sophia-Antipolis, FR

- Led agile development of a mobile app product for airline clients — shipped to production with El Al, Israel's national carrier, as a flagship launch.
- Managed a UX team of 3 designers and 5 contracted engineers across client deliverables and internal initiatives.

Earlier Career · Management Consulting 2011 — 2018

Accenture & EY (NYC) · Bearing Point (Paris)

Seven years as a strategy consultant across healthcare and pharmaceutical clients — Regeneron, Daiichi Sankyo, Roche, Amgen, Lash Group — plus Hyundai Capital in financial services. Led engagements in multilingual, multi-stakeholder environments and managed teams of 3–7 developers, testers, and consultants.