SUNGHEE BANG

EarthMera Case Study

www.sb-design-studio.net

I’m a product designer crafting intentional interfaces and thoughtful design systems.



17+
Years

5+
Global Brands

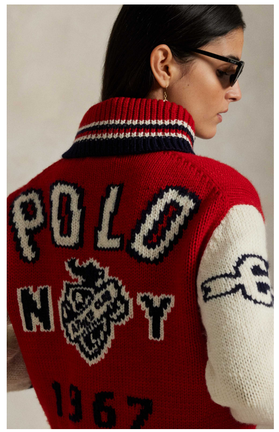
0→1
Product Creation

40%
Sales Growth

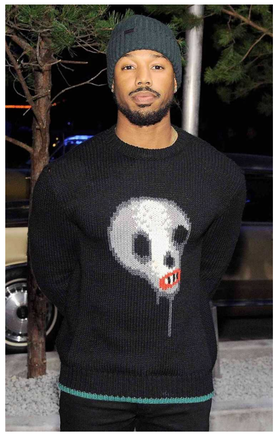
Google UX Design Professional Certificate

Fashion Institute of Technology, BFA

Experience across the most respected design houses











RALPH LAUREN

COACH NEW YORK

ALEXANDER McQUEEN

BARNEYS NEW YORK

ISETAN

Ralph Lauren
2021-

Consulting
2017-2020

Coach
2013-2016

Sunghee Bang
2009-2016

Alexander McQueen
2008

SUNGHEE BANG

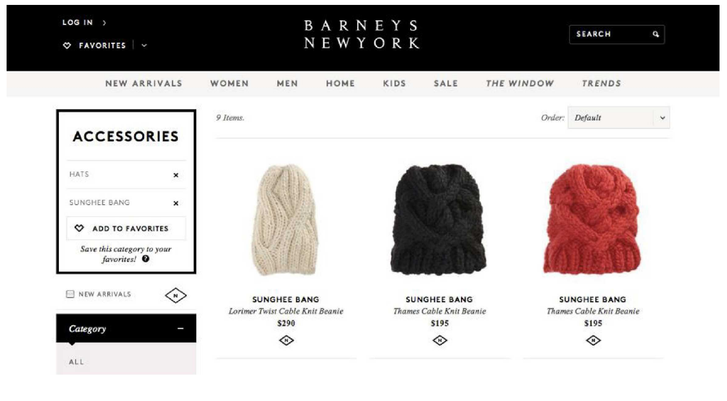
One-of-a-kind. Intentional. Crafted.

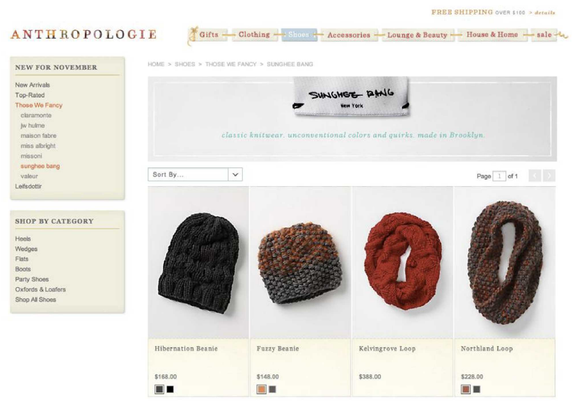
Founded and led an independent knitwear label carried by Barneys New York, Isetan, and global retailers.

Featured in InStyle, WWD, and NBC.

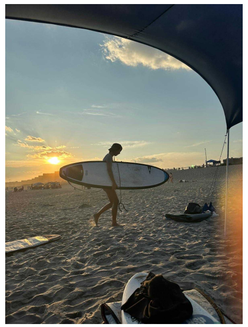








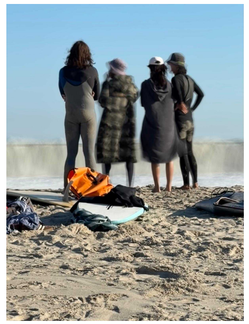
I live curiously to stay inspired.

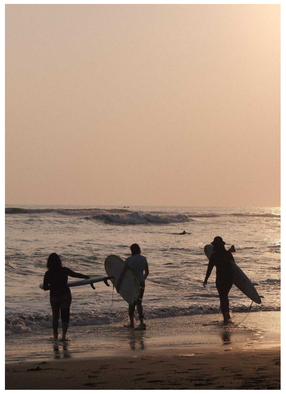










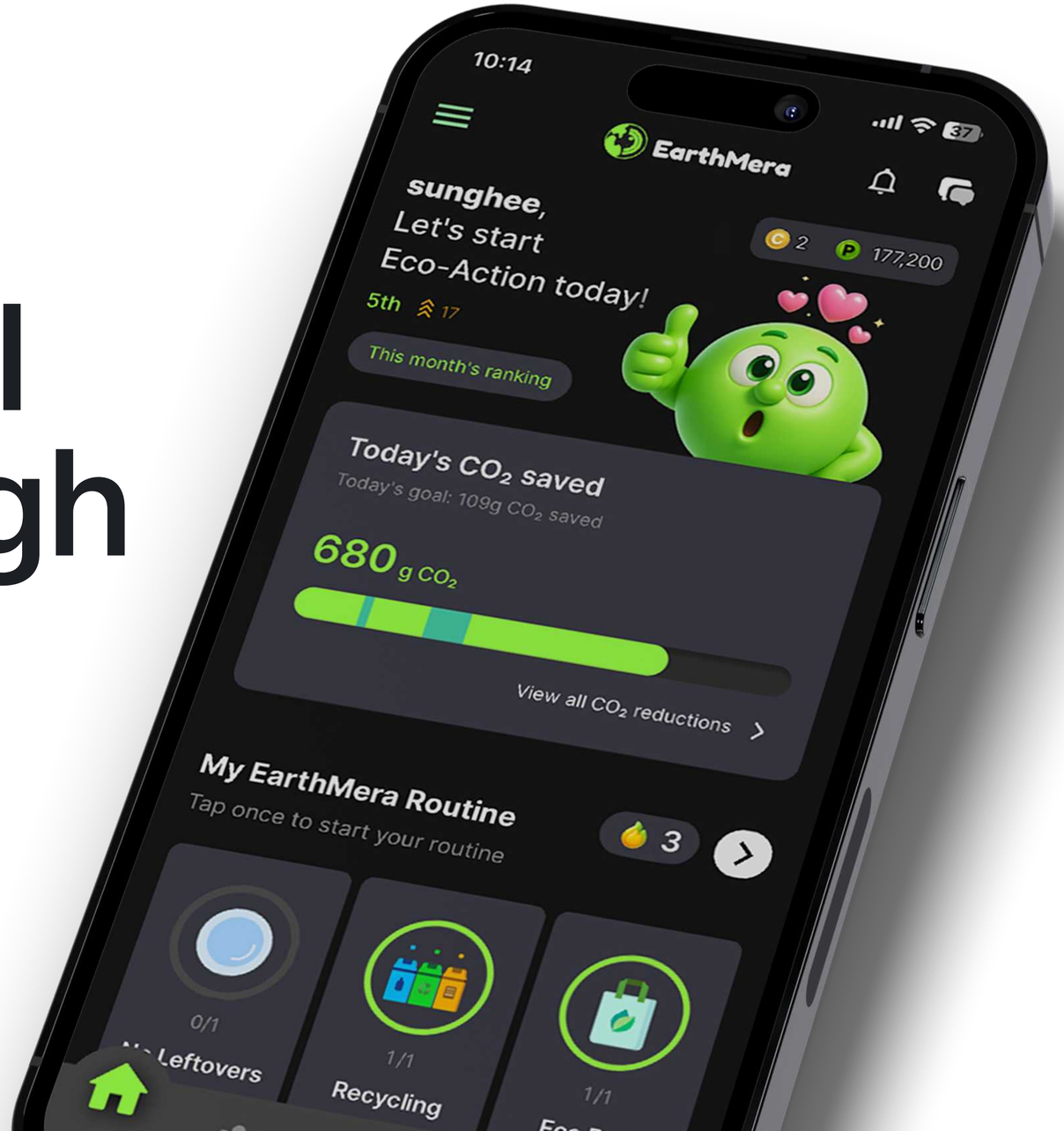


EarthMera

Motivating environmental change through gamification

Download on the App Store

GET IT ON Google Play



Overview

EarthMera

EarthMera is an eco-action platform that encourages users to participate in environmental activities.

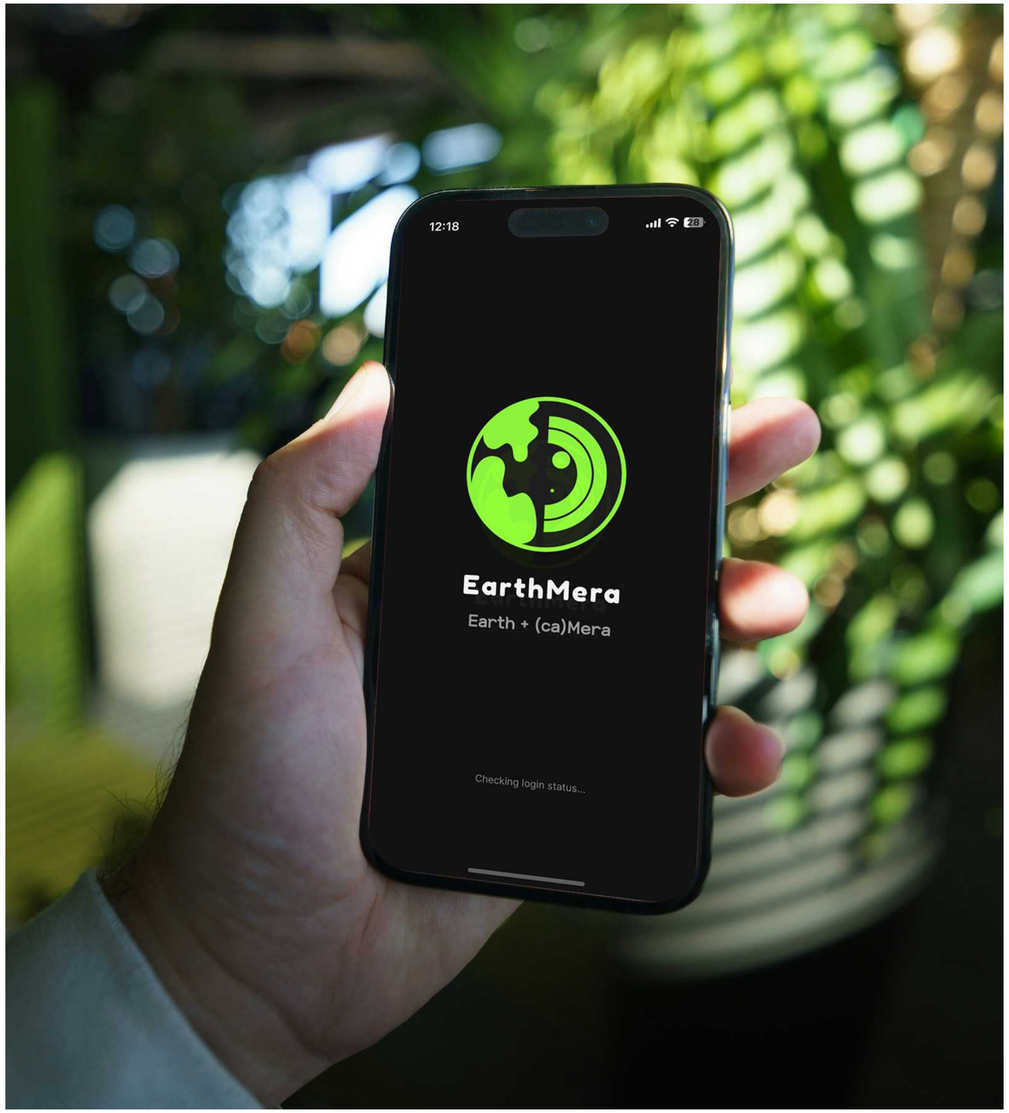
However, the early product suffered from several UX issues that reduced engagement



Opportunity & Team

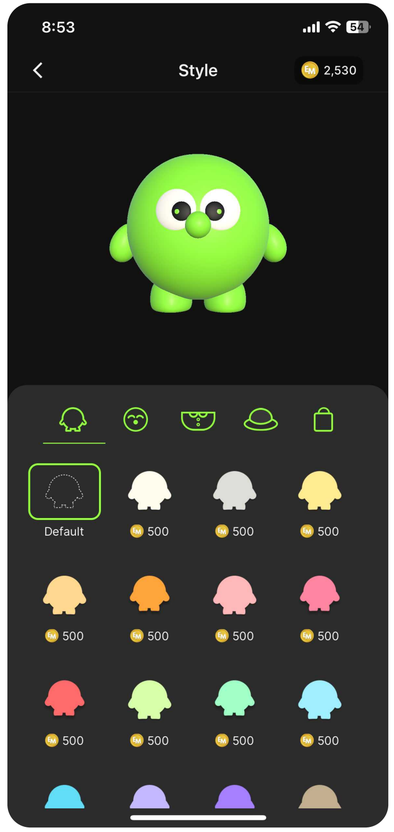
- MVP built by engineers
- No existing design system
- English localization for US launch
- Improve usability before launch
- Advise founder on product direction

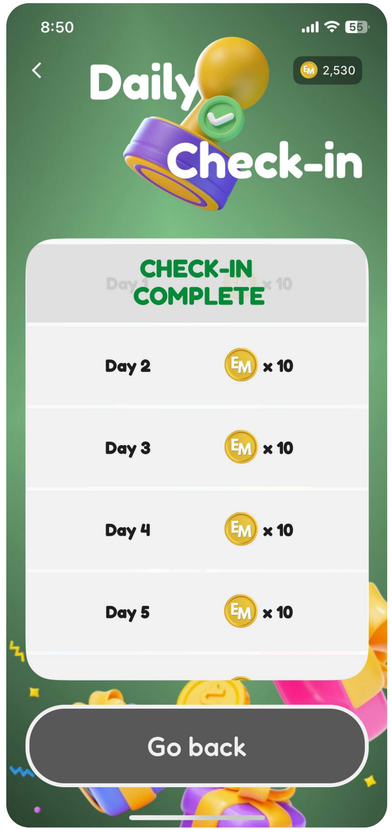
Company	EarthMera
Role	Product Designer
Timeline	6 months | 2025
Team	Founder Engineers Junior Designers International team (US & Korea)

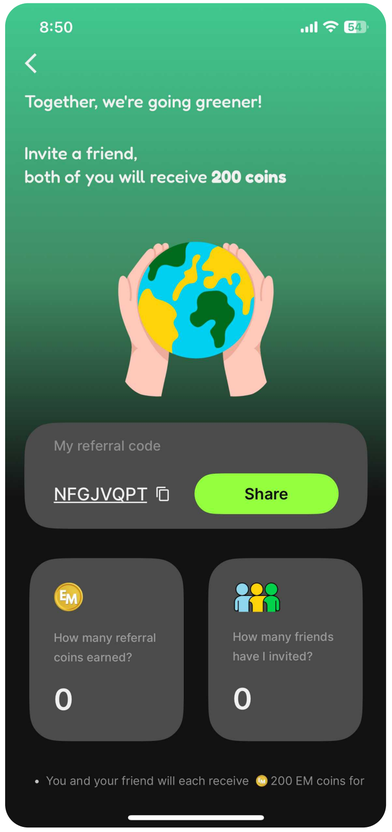


The Challenge

Early UX Audit







- Character over usability
- Inconsistent UI pattern
- Confusing navigation
- Limited community engagement

Defining the Opportunity

Problem Statement

Users wanted to take eco-actions, but the interface prioritized decoration over action.

Design Goals

- Prioritize eco-actions
- Improve navigation
- Increase engagement
- Create community
- Make progress visible



Persona

Alex

24 years old | Graduate Student | New York, NY



Goals

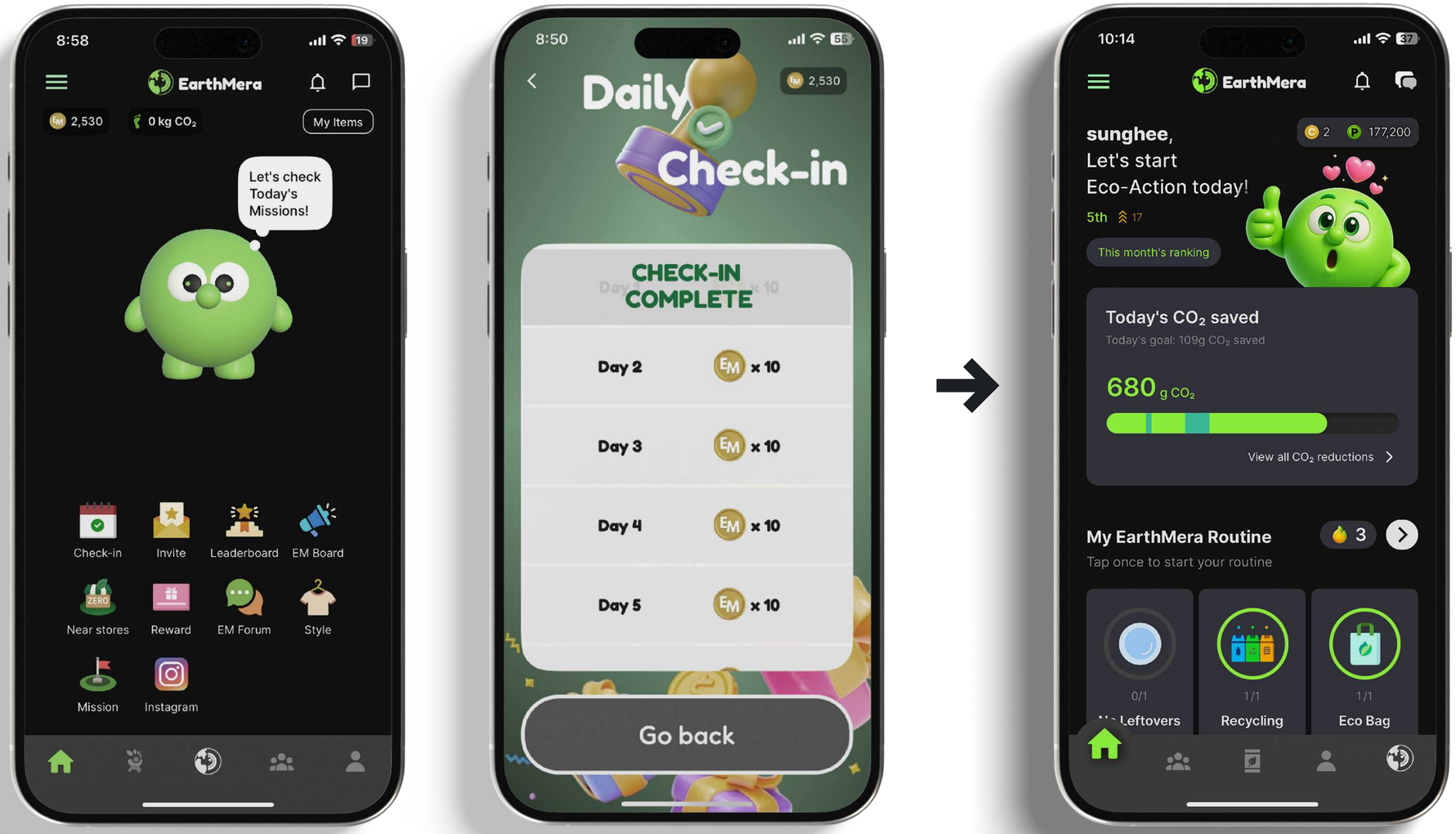
- Take daily eco actions
- Track my environmental impact
- Join an active community

Frustrations

- Hard to find eco actions
- Can’t see my impact
- Community feels inactive

> “I want to make a difference, but I don't know where to start.”

Before & After: Home



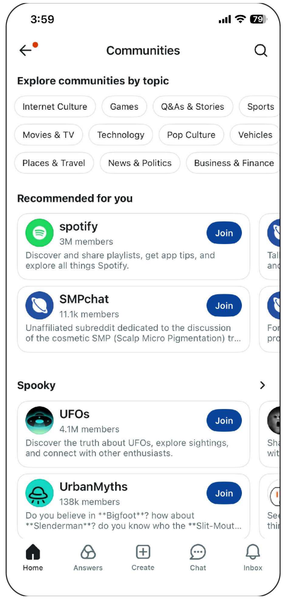
Before & After: Profile

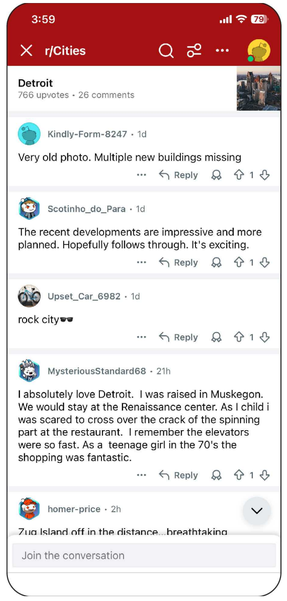


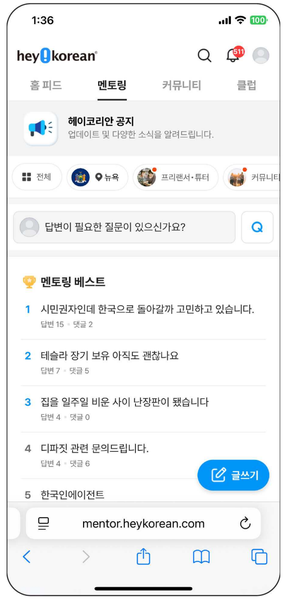
Community Feature: Competitive Analysis

I explored multiple discussion platforms to understand what encourages meaningful conversation and repeat participation.

Multi-directional discussion





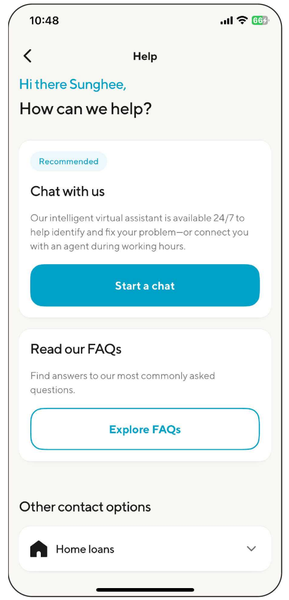


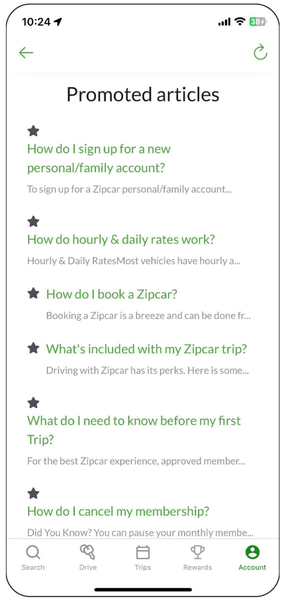


reddit

hey korean

Q&A Boards

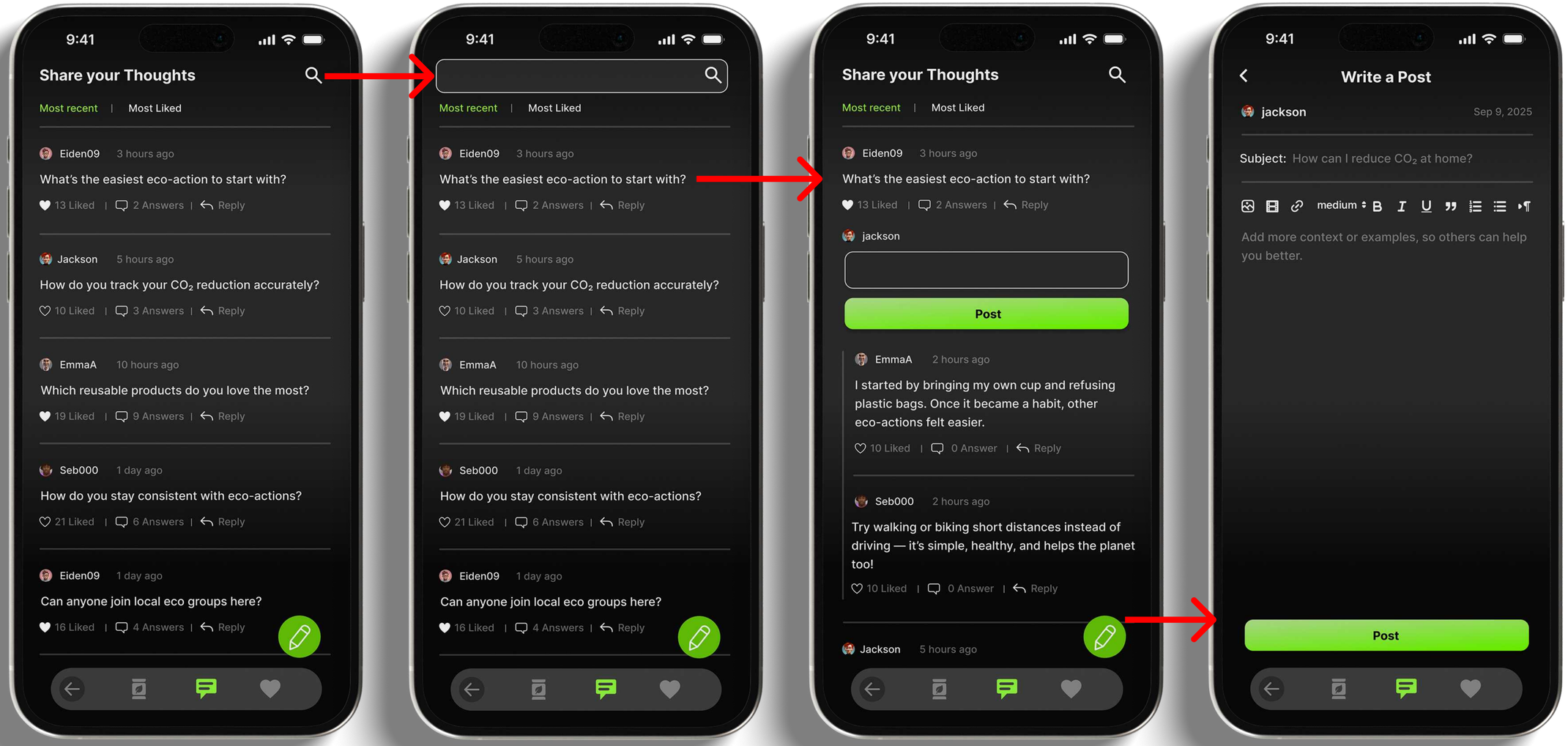




SoFi

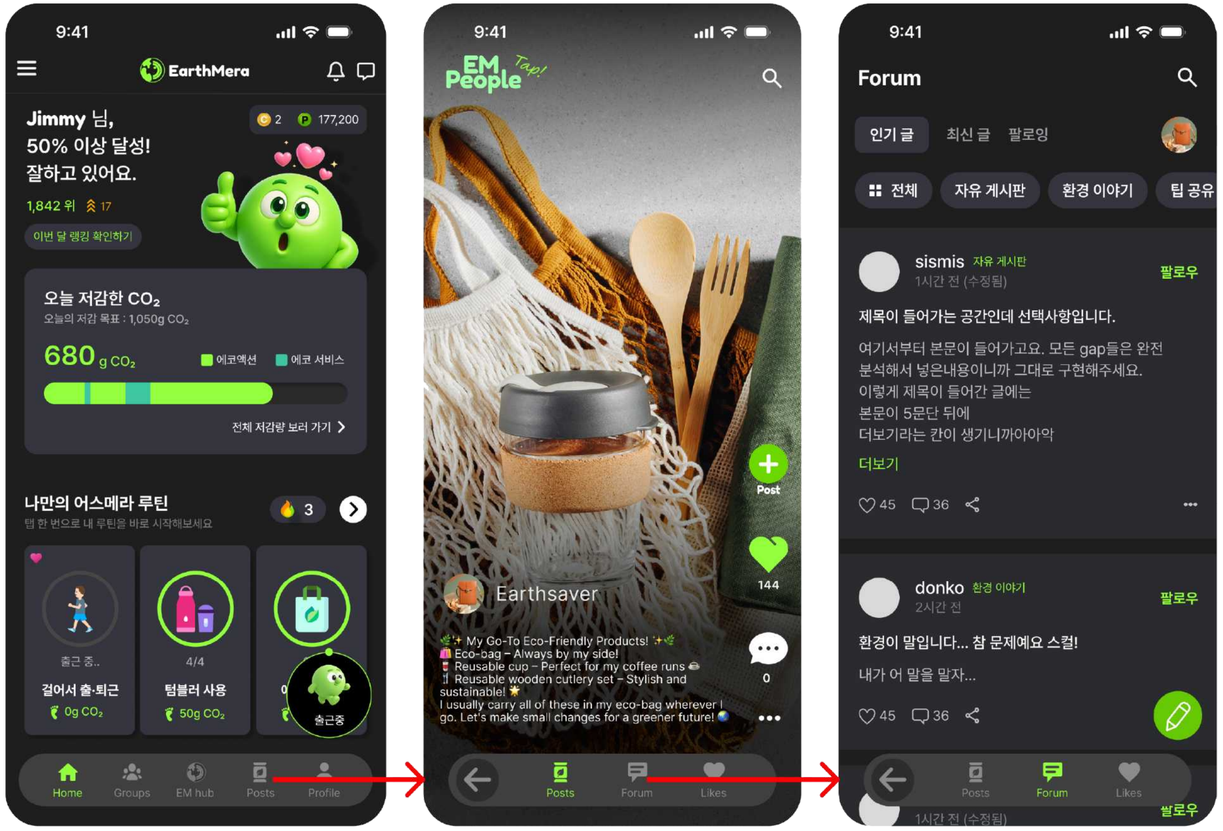
zipcar

Forum Design



Validate & Iterate

Iterated with the team to simplify how users discover, join, and contribute to discussions.



Forum Entry Flow

1 **Information Architecture**

Clearer navigation structure

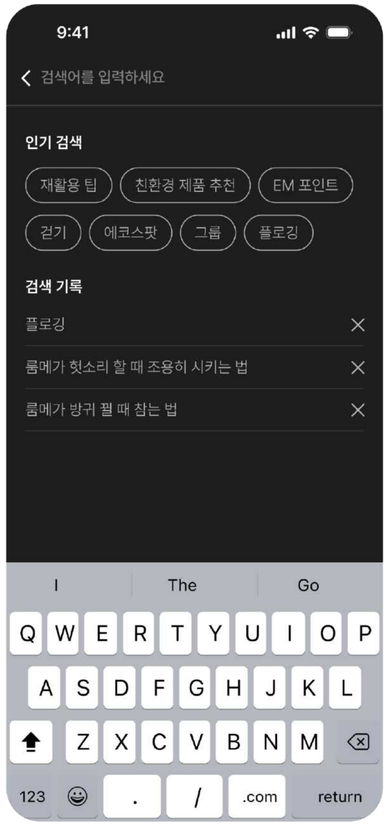
2 **Visual Hierarchy**

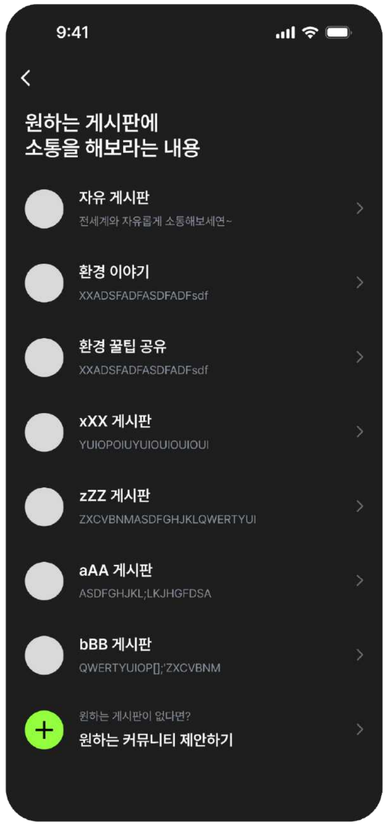
Improved scanability

3 **Writing Accessibility**

Easy post creation

Validate & Iterate







Discover & Engage

4 **Engagement Signals**
Visible activity indicators

5 **Community Discovery**
Find the right community

6 **Motivation & Rewards**
Participation incentives

✅ A clearer forum experience that encourages discovery and meaningful participation.

Final Design



Next Steps

1. ### Personalized Missions

   Tailored eco-actions based on user behavior.

2. ### Community Moderation

   Create an engaging discussion space.

3. ### AI Recommendations

   Suggest relevant actions and challenges.

4. ### Long-term Habit Tracking

   Build routines through continuous feedback.



Beyond the Interface

Brand Strategy

Built a clearer sustainability-focused brand.

Product Focus

Shifted focus from character to eco-actions.

Business Perspective

Shared insights on capital, growth, and opportunities.

Industry Insight

Shared firsthand expertise in fashion sustainability.

> “(Sunghee)’s insights (around sustainability) were very beneficial for our Patagonia business talks”



EarthMera Founder
Sung Kang

Outcome

Action-First Home

Consistent Design System

Simplified Navigation

Community & Challenges

Visible Progress

★★★★★ 5.0

Download on the App Store

“This is what my kid has to have”

App Store Review

web summit
Lisbon • 2025

Selected as a 2025 Impact Startup

Notable Speaker & Companies



Sam Altman
CEO
OpenAI



Serena Williams
Tennis Champion



Ursula von der Leyen
President
European Commission



Pharrell Williams
Artist & Entrepreneur



Geoffrey Hinton
Godfather of AI
University of Toronto

Microsoft Google amazon Meta

70K+
Attendees

2.7K+
Startups

150+
Countries

1.8K+
Investors

Key Takeaways

Empathy. Collaboration. Product.

1. Understanding eco-conscious users
2. Collaborating closely with the founder
3. Designing for real user behavior
4. Designing across iOS & Android
5. Building community-driven experiences

Thank you!

Product designer based in New York City