

# Amy Lee

## UX Designer & Front-end Developer

6938 Doman Street, Vancouver, BC, Canada | amy.sujunglee@gmail.com | 778-928-9450  
www.amysujunglee.com | www.linkedin.com/in/amysujunglee

### PROFILE

I have 4 years of experience as a UX designer & 1 year of experience as a front-end developer. I had over 10 projects with startups and large companies in various industries. I create human-centered design over the web, desktop, mobile, business materials and in the physical spaces.

### WORK EXPERIENCE

#### **FRUM, Seoul, South Korea**

**Jan - May 2018**

(FRUM is a creative consulting group that presents a new value on corporate marketing activity by providing tangible solutions based on professional knowledge and a combination of technology.)

##### **UX Consultant (Freelancer)**

- Analyzed the strategies of Digital Marketing and extracted 4 future keywords for marketing
- Discovered best practices for traditional marketing and digital marketing in 12 categories

#### **FRUM, Seoul, South Korea**

**Jul 2015 - Jul 2017**

##### **UX/UI Designer**

- Conducted user research, competitive analysis, best practices, FGI/FGDs and usability testing
- Designed the optimal customer decision-making journey and created over 300 wireframes
- Presented data-driven results to show the clients the feasibility of the project and UX strategies
- Worked with the designers, developers and marketing team to build the tangible solutions

#### **Vovios Networks Inc., Vancouver, Canada**

**Sep 2013 - Apr 2015**

(Vovios Networks has its origins in on-demand and last mile delivery industry. They have focused on developing the AI to reduce the delivery operating costs and maximizing the efficiency of delivery.)

##### **UX/UI Designer and Front-end Developer**

- Created UX/UI design for the company's eCommerce website, mobile web and admin system
- After launching the new mobile web, the online orders increased by 600% within a month
- Worked with 2 senior developers and led front-end development using HTML, CSS and jQuery
- Designed the booklet, brochure, business card and event banners using Adobe Creative Suite

#### **Corporate Champions Vancouver (CCV), Vancouver, Canada**

**Mar - Aug 2013**

##### **Web and Graphic Designer (Intern)**

- Recreated UX/UI design for the company website and the summer event's graphic materials

#### **Seoul Women's University UX Lab, Seoul, South Korea**

**Mar 2008 - Mar 2009**

##### **UX Researcher**

- Wrote a paper for 2009 Human-Computer Interaction conference and got the best paper award

### EDUCATION

#### **British Columbia Institute of Technology, Vancouver, Canada**

**Oct 2012 - Oct 2013**

**Senior Management Certificate**, New Media Design and Web Development

#### **Seoul Women's University, Seoul, South Korea**

**Mar 2005 - Feb 2009**

**Bachelor's Degree**, Contents Design