

# AMY LEE

## UX DESIGNER

### PERSONAL INFO

#### ADDRESS

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#### WEBSITE

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#### LINKEDIN

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### SOFTWARE

Sketch  
Axure  
OmniGraffle  
Photoshop  
Illustrator  
InDesign  
After Effects

### DEVELOPMENT

HTML5  
CSS3  
Javascipt  
jQuery  
Basic PHP&MySQL

### SUMMARY

UX designer with 4 years experience and Front-end development with 2 years of building human-centered services. Experienced from startups and big global companies (Samsung, Volkswagen, Hyundai Motor, etc), and had projects in different industries (Fintech, Automotive, Healthcare, etc). I love to make difficult user journey into simple and easy journey for a better life.

### WORK EXPERIENCE

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|--|--|
| Jan - May<br>2018<br>(5 months)                | <b>UX Consultant (Freelancer)</b><br>FRUM   Seoul, South Korea <ul style="list-style-type: none"><li>Consulted on the Future Digital Marketing, and researched on traditional marketing and digital marketing</li><li>Compared between traditional and digital marketing in 12 categories; Product Planning, Media buying, Targeting, Branding, Payment, Measurement, etc</li></ul>  |
| Jul 2015 -<br>Jul 2017<br>(2 years<br>1 month) | <b>UX/UI Designer</b><br>FRUM   Seoul, South Korea <ul style="list-style-type: none"><li>Researched on consumer and industry trends, had interviews the stakeholders and users, and analyzed all the internal documents related to the project</li><li>Found out the painpoints and the meaningful data, and built the rationale behind the customer decision-making journey</li><li>Worked closely with designers and developers in an agile environment, frequently and shortly held the meetings to share opinions and data</li><li>Had projects for big global companies; Samsung Securities, Hyundai Motor, SNU Hospital, AMOREPACIFIC Cosmetics, Audi Volkswagen Korea Ltd., etc</li></ul> |
| Sep 2013 -<br>Apr 2015<br>(1 year<br>8 months) | <b>UX/UI Designer</b><br>Vovios Networks Inc.   Vancouver BC, Canada <ul style="list-style-type: none"><li>Mainly created UX/UI design of the company's service(Wowtasty) website, mobile web/app, admin page, etc</li><li>Worked with senior web developers to help the front-end development and user testing for the company website and client websites</li><li>Lead the entire UX/UI design understanding print, web, color, layout and typography using Photoshop, Illustrator, InDesign, etc</li></ul>  |
| Mar - Aug<br>2013<br>(6 months)                | <b>Web&amp;Graphic Designer</b><br>Corporate Champions Vancouver (CCV)   Vancouver BC, Canada <ul style="list-style-type: none"><li>Analyzed the company website and suggested recommendations for improvements</li><li>Created and redesigned the 2013 Summer Games event bag and banners</li></ul>   |
| Mar 2008 -<br>Mar 2009<br>(1 year)             | <b>UX Researcher</b><br>UX Lab, Seoul Women's University   Seoul, South Korea <ul style="list-style-type: none"><li>Studied UX/HCI principles and methodologies, conducted user research and analyzed user data using SPSS software</li><li>Wrote a paper for the 2009 Human Computer Interaction (HCI) conference</li></ul>   |

### EDUCATION

- |                                     |  |
|-------------------------------------|--|
| Oct 2012 -<br>Oct 2013<br>(1 year)  | <b>Senior Management Certificate</b><br>British Columbia Institute of Technology (BCIT)   Vancouver BC, Canada <ul style="list-style-type: none"><li>Applied studies in UX/UI design, web marketing, video production/editing, etc</li></ul> |
| Mar 2005 -<br>Feb 2009<br>(4 years) | <b>Bachelor of Contents Design</b><br>Seoul Women's University   Seoul, South Korea <ul style="list-style-type: none"><li>Completed classes on the theories and methodologies of UX design, web design, contents writing, etc</li></ul>      |