

AMY LEE

UX DESIGNER

PERSONAL INFO

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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 of building the human-centred service and product. Experienced from startups and large companies (Samsung, Volkswagen, Hyundai Motor, etc), and had projects in different industries (Fintech, Automotive, Healthcare, etc). I am definitely sure that user experience is all about empathy for the human with keeping up the latest technology.

WORK EXPERIENCE

- Jan - May 2018 (5 months) • **UX Consultant (Freelancer)**
FRUM | Seoul, South Korea
 - Consulted on the future digital marketing, and researched on traditional marketing and digital marketing
 - Compared traditional and digital marketing in 12 categories; product planning, media buying, targeting, branding, payment, measurement, etc
- Jul 2015 - Jul 2017 (2 years 1 month) • **UX/UI Designer**
FRUM | Seoul, South Korea
 - Conducted the desk research and created the consumer segmentation, personas, and scenarios to extract insights from the collected data
 - Based on As-Is analysis, found out the pain points and the meaningful data, and built To-Be customer decision-making journey
 - Assessed the feasibility of tasks by data-driven results, and shared and solved the problems through workshops with the client and team members
 - Created wireframes following UX principles and UI guidelines
 - Worked closely with designers and developers in an agile environment
- Sep 2013 - Apr 2015 (1 year 8 months) • **UX/UI Designer**
Vovios Networks Inc. | Vancouver BC, Canada
 - Mainly created UX/UI design of the company's service (Wowtasty) website, mobile web, mobile app, and admin page
 - Worked with senior web developers to help the front-end development and usability test for the company website and client websites
 - Researched on the latest UX/UI design trends understanding graphic elements; colour, grid, icons and typography
- Mar - Aug 2013 (6 months) • **Web&Graphic Designer**
Corporate Champions Vancouver (CCV) | Vancouver BC, Canada
 - Analyzed the company website and suggested recommendations for improvements
 - Created and redesigned the 2013 Summer Games event bag and banners
- Mar 2008 - Mar 2009 (1 year) • **UX Researcher**
UX Lab, Seoul Women's University | Seoul, South Korea
 - Studied UX/HCI principles and methodologies, conducted user research and analyzed user data using SPSS software
 - Wrote a paper for the 2009 Human-Computer Interaction (HCI) conference

EDUCATION

- Oct 2012 - Oct 2013 (1 year) • **Senior Management Certificate**
British Columbia Institute of Technology (BCIT) | Vancouver BC, Canada
 - Applied studies in UX/UI design, web marketing, video production&editing, etc
- Mar 2005 - Feb 2009 (4 years) • **Bachelor of Contents Design**
Seoul Women's University | Seoul, South Korea
 - Studied on theories and methodologies of UX design, web design and development, graphic design, contents writing, etc