

# 2015 SUYEUN LEE

## SKILLS & EXPERTISE ○

## WORK HISTORY ○

### SG INTERACTIVE

*Sr. Web Designer*

*Apr 2013 - Aug 2014*

*Web Designer*

*Feb 2012 – Mar 2013*



Hello, my name is Suyeon Lee.

I love being a web designer. Ever since I started my career, I am greatly inspired when users interact with my work. There are countless visual approaches and strategies to take when approaching a problem, whether its selling a product, providing entertainment, or filtering through tons of information. What seems complicated can be streamlined with a user-centered approach. I love that designers connect with people using sight, emotion and logic in order to communicate a message. Moving forward, I wish to expand my knowledge about UX, content strategy and SEO to help individuals and businesses thrive. There's always much more to learn and discover!

## Graphic / Print Design, Web UI/UX Design, HTML & CSS

### DESIGN

Design websites that reinforce the distinctive game brand and consistent visual identity

Creation of wireframes & prototypes and iterate on solutions throughout the process

Emphasize usability and experience with aesthetic and functionalities

Conduct internal UX testing

Create style guide and documentation

Create visual elements utilizing game assets

### TEAM WORK

Brainstorm & support teams to develop the best-in-class products

Meets and provides expertise to various teams for successful implementation of design standards

Communicate with other departments to better understand their needs and concerns.

Pitch design to internal clients (mostly producers and marketing team)

### MANAGEMENT

Initiate projects and allocate resources to various projects

Art direction and creative strategy for various projects and products

Team project time management, goal-setting for team members

Oversee the entire process from planning and live deployment process

Empower team to identify areas for improvement in the build process



## NEXON AMERICA

Web Designer

Jan 2011 – Feb 2012



## MINDLINQ

Web Designer

Aug 2008 - Sep 2010



## EDUCATION

HANYANG University, Korea

1996 - 2002



## TOOLS



### DESIGN

Designed and maintained several Facebook, game interfaces and game websites.

Created and edited various assets for use in company games and websites.

Developed templates and style guides for web articles and newsletters

Collaborated with other teams in order to achieve sales and marketing objectives

### TEAM WORK

Brainstorm & supported teams to develop the best-in-class products

Met and provided expertise to teams for successful implementation of design standards

Mentored junior-level designers, supervised their output and facilitated their growth

### DESIGN

Designed and developed corporate websites (including portal and e-commerce projects)

Style guides, Brand Identity

Ensuring a positive customer experience

### TEAM WORK

Responsible for all stages of website creation, from initial architecture and design to deployment

Conducted initial client meetings to identify objectives and goals

Trained and educated staff and clients for technical support

### Bachelor of Fine Arts (BFA) / Craft design

#### DESIGN

Photoshop & Illustrator

Flash, Dreamweaver



#### PLANNING

UX Pin, Invision App

MS Powerpoint



#### MANAGEMENT

JIRA, Confluence

MS Office, Google doc

