



# Adrianne Hyunsoo Lee

Adrianne is a user experience researcher and designer in Canada who loves to listen, share, and create. Like many of her peers, she is still recovering from Browser Tab Addiction.

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## Experience

### Jumping Elephants

UX Designer and Researcher | April 2016 - Present

- Works with a large base of Government of Canada clients to improve the UX of digital products
- Conducts research (Designs research methodology, recruits participants, facilitates testing, workshops, and stakeholder interviews, and analyzes findings).
- Delivers recommendations based on research and industry best practices.
- Designs interfaces (wireframes, mockups, prototypes) and information architecture.

### Pave - Student Pathways Challenge, 3rd place

UX Researcher and Designer | Oct 2017 - Present

- Participated and placed third in a 6-week challenge set out by the Government of Ontario and Brookfield Institute.
- During the 6 weeks, designed and conducted testing for a data visualization-based solution, 'Pave', on representative users.
- Pitched the solution to a group of judges.
- Continues to research, design, and improve Pave in an iterative design process.

### WelcomeHomeTO

UX Researcher | Mar 2016 - April 2016

- Worked with a multidisciplinary team of information architects, communicators, and project managers to create a digital platform to better connect refugee settlement systems in Toronto during the European refugee crisis.
- Synthesized user research (Persona development, user journey mapping).

### Service Canada

Digital Designer | Oct 2014 - Dec 2015

- Worked with various teams and directorates at Service Canada to create digital products for internal use in the department.
- Distilled complex information into user-friendly guides, with use of plain language and concise graphic design.
- Analyzed the usability of Canadian pension applications.
- Participated in a nationwide Government of Canada innovation challenge, collaborating with a multifaceted team. Created user scenarios and developed concepts and UI.

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## Education

### OCAD University

B.Des, Industrial Design  
Sustainability in Design Minor  
Toronto, Canada  
2010-2015

### Royal Danish Academy of Fine Arts, School of Design

Exchange Program  
Copenhagen, Denmark  
Spring Semester 2014

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## Skills

Usability testing  
Heuristics evaluation  
Treejack testing  
Facilitation  
Card sorting  
Information Architecture  
Wireframing  
Prototyping

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## Tools

Adobe Creative Suite  
Spreadsheets  
Sketch  
Figma  
Lucidchart  
Invision  
HTML5 and CSS

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## Books

Just Enough Research by Erika Hall  
Emotional Design: Why We Love (or Hate)  
Everyday Things by Donald Norman  
The Eyes of the Skin: Architecture and the Senses by Juhani Pallasmaa