JI LEE | eelij.design | ji.lee45@gmail.com | (415) 290 - 5364

SUMMARY

Designer based in the Bay Area merging visual art background and product management work experience to create user-centric experiences.

EXPERIENCE

Freelance Designer, *Self*
May 2015 – Present, Remote

Create and design products for print such as invitations, greeting cards, and illustrations. Managed workflow with various deadlines. Provide proofs for final approval by clients. Manage invoices and bills for each project.

Operation Lead, *SimplyInsured*
December 2015 – August 2017, August 2018 - January 2019 San Francisco, CA

Worked closely with the product management team to improve UI/UX designs by collecting customer feedback and funnel analysis of more than 200 users. The redesigns created a more guided application process, reducing confusion and manual work needed to complete the application. Created automated email drip campaigns as well as the email content and design to move customers along the sales funnel with less phone conversation. Improvements reduced 6 to 8 work hours per week. Optimized underwriting and application submission process which reduced the time between application submission and approval by 75%.

Property Management Assistant (contract), *John Stewart Company*
October 2015 - December 2015, San Francisco, CA

Created an organization system to track delinquent leases and completed leases to be filed with HQ, which increased a task to be completed 50% faster. Transferred roughly 500 lease information from Reached out to residents who are unable to leave their apartments to assist them with their paperwork and assessed their properties to make sure they can have a quality of life. Participated and organized in community outreach to cultivate a relationship with residents.

EDUCATION

San Francisco State University
2013 - 2015, San Francisco, CA
Bachelors of Arts in Fine Arts. Dual Emphasis in Studio Art and Art History | Minor in Classical Archaeology

Bloc
2018 - 2019
UX/UI Designer Track Apprenticeship

SKILLS/TOOLS

UX/UI Design	Visual Design	Wireframing	Personas & Stories	UX Research
HTML/CSS/JavaScript	Adobe Creative	Figma/Sketch	GitHub	Korean

RECENT PROJECTS

SIMUL
June 2019 - July 2019 | Mock Site
Performed user surveys and interviews with 25 potential users and provided competitive analysis to prioritize features for a cloud-storage app. Created user stories and personas to wireframe the layout of the product for both desktop and mobile devices. Designed the branding guide, logo, and prototype as a final product.