

UI/UX Designer & Developer

ELISHA LEE



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2017 H.I.P.P.O. Staff Recognition Award at Forever 21

SUMMARY

I have been working as **UI/UX designer and developer for over 15 years** in many different major companies such as Apple, MedMen, Forever 21, LG, Hyundai Motor, Pantech, Korean Air, Hanjin. The biggest projects are Apple TV Plus Business Operation website UI Style Guide creation, Forever 21 websites, iOS , Android APP revamping and MedMen POS, UI Style Guide creation, website revamping. In addition, one of the most exceptional experiences I had was running my e-Commerce business for 3 years. From that experience, I gained valuable insight which helped broaden my horizons and solve the problems rapidly and effectively.

SKILLS

- Sketch, Figma, InVision, Principle, Zeplin, Adobe Creative Suite
 - HTML(5), CSS(3), JavaScript, jQuery
 - RWD (Responsive Web Design)
 - iOS & Android App UI/UX design
 - Website Optimization
 - Cross Browser Compatibility
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EXPERIENCES

Apple, Inc - UI/UX Designer

Culver City, CA / 07.2020 - Present



Recreate and manage UI Style Guide for Apple TV Plus Business Contents Management website (Polaris) with the smart layout which is a Sketch new feature to create flexible symbols. I am the only person to use Smart Layout rapidly so I am incharge of Apple TV all library. Also, manage VueKit (Apple TV Standard UI Kit) for Apple Team and Vendors. Therefore, we can design all Apple TV Projects consistently and effectively. Moreover, improve Polaris website UI/UX to meet Stakeholders satisfaction.

- Define & improve UI Style Guides for Apple UI Libraries (Polaris & VueKit)
- Collaborate with engineers from each platform on pixel-perfect execution
- Create Wireframes, User-Flows, Mockups
- Conduct Design QA

MedMen HQ - Lead Digital Product Designer

Culver City, CA / 05.2018 - 05.2020



In-charge of diverse projects to improve current UI/UX to meet business goals and customer satisfaction. Also, define MedMen standard design style guides for the consistent UI. The first project was that I revamped the internal POS(Point Of Sale) system for multiple devices to figure out the store employee's workload and increase sales revenue. After launching, redundant work has reduced and customers can enter the store without the long waiting line. Therefore, sales revenue has increased.

- Design from concept to completion all facets of UI design including Wireframes, User Flow, Mockups, Prototype, and UI animation
- Analyze current UI/UX and solve UX problems rapidly
- Create a clickable prototype with UI Code like HTML/CSS/JavaScript/jQuery to communicate with engineers, stakeholders, and executive team effectively
- Define & create MedMen own standard UI/UX design and Style Guides for the consistency
- Collaborate with engineers from each platform on pixel-perfect execution
- Develop proficiency in designing for multiple devices and platforms
- Lead all projects and encourage Sr. Designers to improve their skills

Forever 21 - UI/UX Associate Manager

Los Angeles, CA / 07.2014 - 05.2018

FOREVER 21

Involved in lots of complex projects to meet the company's goal. The most successful project was Forever 21 US website revamping with RWD (Responsive Web Design) according to my proposal. Despite technical issues and disagreement, I kept convincing stakeholders based on my research and vision proposal. After implementation, sales revenue, UPT, website traffic, and conversion rate have increased. Additionally, UI design was consistent and we can save money for website maintenance. Most importantly, the mobile conversion rate skyrocketed from an average 1.03 to 1.98

- Conceive new feature ideas and pitch them directly to the VP
- Create and optimize Front-End (HTML/CSS/JavaScript/jQuery) for website revamping
- Work with engineers to oversee new UI/UX and Front-End from concept to launch
- Collaborate with marketing team for all campaigns to keep the consistent UI
- Conduct A/B Testing
- Work with Third-Party companies for API implementation and agencies for certain campaign pages creation

CallFire - Sr. UI/Visual Designer

Santa Monica, CA / 04.2013 - 07.2014



- Define & create new design guides based on competitor analysis, new trend research, and new marketing strategy
- Define design concepts and create new campaign materials like online banners. BI logo, colors, and typography
- Work with key members like Project Manager, UX Director, Marketing Director, and Engineers in an agile environment

IOZ Global - Self Employed

Long Beach, CA / 11.2010 - 02.2013

Operated and built eCommerce (Cosmetic and Well-being products) with Magento platform.

- Build three eCommerce websites with Magento Platform

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- Sell products on Amazon

SG Interactive - Lead UI/Visual Designer

Irvine, CA / 06.2008 - 09/2010



- Lead UI designs for each game to create campaign banners and page layout
- Create Style Guides for each game
- Design UI design including Wireframes, User Flow, Mockups, and the clickable Prototype
- Create new email templates for each game to enhance user's engagement

Hanjin USA - eCommerce Assistant Manager

Carson, CA / 06.2007 - 06.2008



- Design from concept to completion all facets of UI design including Wireframes, User Flow, Mockups, and Prototype
- Develop a new business model to help increase sales revenue
- Work with engineers to oversee new UI/UX and Front-End from concept to launch
- Create campaign off-line design materials like Brochure, Voucher, and Newspaper Advertising

URI Global - Sr. UI/Graphic Designer

Culver City, CA / 08.2003 - 06.2007



- Create major clients like LG, Hyundai Motor, Pantech, Korean Air, and Daewoo for Newspaper Advertising, Brochure, and online marketing assets
- Revamp LG & Pantech Microsite based on their design guides and create a clickable prototype with UI Code