

# Eric Hyunsang Lee

## Product Designer



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### JPMorgan Chase Mar 2018 - Present

#### Sr. UX Designer

##### Rewards & Benefits Team

Operated multiple consumer card projects in Ultimate Rewards across web and mobile. Refreshed outdated features with latest Chase design system for development efficiency and enhanced user centered experience supported by user research and data analytics.

Worked with payment, business, and tech teams to design a new digital branded partner card with digital wallet provision functionality to reflect the growing mobile use case.

Designed a MVP future state of a feature that helped users to easily understand the complex layers of credit card benefits at once and adding meaningful milestones of user journey to resonate the accumulating benefits value.

##### Chase Pay App Team

Worked on illustration, motion graphics, video, and UI delivery for new features in the app including achievement model with gamification to drive better user engagement.

### Aumcore Aug 2017 - Jan 2018

#### Product Design Intern

Assisted in creative design projects for website, print, and brand asset developments. Involved in design process from identifying user pain points, ideation, wireframe, client meeting, and providing different UI iterations and visual design solution.

##### Participated projects:

Meridian Group, McIntosh Laboratory, Jozev Products, and International Wedding Planner.

### Quoizel Jun 2014 - Jan 2016

#### Part-time Product Designer

Participated in monthly meetings at company headquarters and worked directly with an Executive Vice President for custom projects. Designed numerous lighting fixtures for 2017 season's new product lines which are currently distributed and sold at Lowe's.

##### Products at Lowe's:

Gallery, Cityscape, Glider, and Holland Collections.

## EDUCATION

### Savannah College of Art and Design

BFA Industrial Design 2016

## SKILLS

### Tools

Figma

Sketch

InVision

Principle

Photoshop

Illustrator

### Design

User Flow

Wireframe

Motion Graphic

Prototyping

Design System

User Research

Usability Testing

Storyboard & Persona

Native & Hybrid Apps

## OTHER PERSONAL PROJECTS

### Panostream App

An app that simplifies movie or show suggestions from user's trusted network and preferences.

### Polymon NFT

An interactive virtual NFT pet user can grow, evolve, and trade.

### Unplanned App

An app that initiates spontaneous regional-based communication and real life activity between users.