

## Jaeyong Lee

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## Education

### Aalto University

*Master of Arts (M.A.), Collaborative and Industrial Design*

*Helsinki, Finland*

*Aug 2014 – Apr 2017*

- Thesis: "Visual Communication for Behavior Change: Changing Users' Behaviors Regarding Air Quality."
- Teaching assistant for Experience-Driven Design course.

### Hongik University

*Bachelor of Fine Arts (B.F.A.), Metal Art and Design,*

*Bachelor of Fine Arts (B.F.A.), Visual Communication Design*

*Seoul, Korea*

*Mar 2005 – Feb 2012*

- Cumulative GPA: 4.04/4.5; Merit-based Scholarship Recipient five times.

## Professional Experience

### Senior Design Manager

*Microsoft, Shanghai, China*

*Dec 2020 – Present*

- Manage and lead a UX team overseeing E2E UX design, research, content, and design strategies in Developer Division China under Cloud + AI.
- Lead AI-focused design development, including Azure OpenAI Studio integration with IntelliJ, GitHub Copilot integration with Teams toolkit, and building AI-infused sample apps for Azure Spring Apps.
- Lead Customer-Driven Workshop advocating customer-driven product development methodologies across entire APAC Microsoft employees.
- Responsible product areas include Azure Spring Apps, Java tooling (Visual Studio Code for Java, Azure tooling for Java), M365 Developer Experience (Teams toolkit, App Compliance Automation Toolkit), and Azure Web PubSub.

### Senior Interaction Designer

*Philips Lighting, Shanghai, China*

*Oct 2018 – Oct 2020*

- Designed public lighting management software: Interact City and Interact Sports, connecting over 2 million light points across 57 countries.
- Translated highly complex technical challenges into human-centric and cohesive design solutions via user-centered methodologies in collaboration with cross-functional teams.

### UI/UX Design Consultant

*Philips, Shanghai, China*

*Aug 2017 – Sep 2018*

- Led UI/UX design across various healthcare products: overall Air category, Interventional CT scanner, and Male Grooming.
- Instructed university projects regarding air business challenges: Xi'an Jiatong University, Shanghai, China, and Delft University of Technology (TU Delft), Delft, Netherland
- Instructed Philips Software Design Language System (sDLS) for the entire digital design team in Shanghai.

### **Korean Government Scholar**

*National Institute for International Education (NIIED), Seoul, Korea*

*Aug 2014 - Aug 2016*

- Selected as a scholar in the field of Human-Computer Interaction, affiliated with NIIED under the South Korean Ministry of Education, and had a full financial support for the master's degree studies.
- Research focus in visual communication and behavioral change

### **Visual Designer**

*0100design, Seoul, Korea*

*Jan 2012 – Apr 2014*

- Designed visual/UI designs for Chonbuk National University Library.
- Designed trophies for the Expo 2012 Yeosu Korea.

### **Co-Founder**

*KEIDA Studio, Seoul, Korea*

*Jan 2011 – Dec 2011*

- Led the design team for non-commercial and experimental design activities.

### **Graphic Designer**

*Floating Island, Seoul, Korea*

*Jan 2009 – Aug 2009*

- Designed visual design concepts for animations and commercials.

## **Teaching Experience**

### **Guest Speaker**

*Ulsan National Institute of Science and Technology (UNIST), Ulsan, Korea*

*2023*

### **Lecturer and Tutor**

*Korean Design Membership (KDM), Gwangju, Korea*

*Associated with Philips Lighting*

*2018 – 2019*

- Led a 2-year BA-level educational collaboration with Korean Design Membership (KDM) over 30 students.

### **Instructor**

*Clay Gim Art Institute, Seoul, Korea*

*Jan 2012 – Oct 2012*

## Instructor

*Jeon Won Art Institute*

*Mar 2005 – Jul 2006*

## Honors & Awards

IF Design Award, Winner (Apr 2021) - Winning work: *Interact City*, Connected LED lighting management software, associated with Philips Lighting, Shanghai, China

Government Scholarship Recipient (Aug 2014) - National Institute for International Education (NIIED), Seoul, Korea.

Character & Marketing Design Award of LOTTE World Tower Mall, 3rd Prize (Apr 2014) - Winning work: *Lopy*, Mascot design of Lotte World Tower Mall and relevant application designs.

Red Dot Concept Design Award, Honorable Mention (Sep 2013) - Winning work: *Life-Light*, emergency directional system for vulnerable people.

Red Dot Concept Design Award, Winner (Sep 2012) - Winning work: *Traveler's Paper Kit*, emergency paper kit for travelers.

Korea Good Design Award, Good Design Selection (Aug 2012) - Winning work: *Triangle Gate*, optical electronic gate indicating obvious direction.

6th Recycling of Resource Junk Art Contest, Encouragement Prize (Nov 2011) - Winning work: *Spectacle #1*, Junk Art using abandoned electronic devices with media art.

Daum Communication UX Lab Design Hackathon, Best of Best (Jul 2010) - Winning work: *Personalizing the real-time search keywords on Daum.net*.

Korean Association Against Drug Abuse Cartoon Contest, Excellence Award (Sep 2008) - Winning work: *Too dangerous to touch*, a cartoon advocating risks of using drugs.

## Exhibitions

Participation (Group), *Undesigned Reality*, Aalto University, Helsinki, Finland (Dec 2014) - Exhibition of design posters.

Participation (Group), *For Your Busy Life: Rest+Art*, In-Sa Art Gallery, Seoul, Korea (Jun 2012) - Exhibition of illustrations: Defined Monster Series: L.O.V.E.

Participation (Group), *Recycling of Resource Junk Art Contest*, Korea Environment Corporation, Seoul, Korea (Nov 2011).

Participation (Group), *Visual Communication Design Graduate Exhibition*, Hongik University, Seoul, Korea (Oct 2011) - Exhibition of graduate works: Defined Monster Series: L.O.V.E.

Solo Exhibition, *Desire: #1 Defined Monsters*, KT&G Sangsang-madang, Seoul, Korea (Aug 2011) - Artworks exhibition of Defined Monster Series.

Participation (Group), *TETSUSON 2011: Nowon*, BankART Studio NYK, Yokohama, Japan (Mar 2011) - Exhibition of Korea & Japan artworks: Defined Monster Series; Lighting & Stool.

Participation (Group), *Modern Haute Couture*, Boutique Monaco Museum, Seoul, Korea (Feb 2011) - Exhibition of modern furniture: Monster Chair.

Participation (Group), *Metal Art & Design Graduate Exhibition*, Hongik University, Seoul, Korea (Nov 2010) - Exhibition of graduate works: Monster Chair, Spectacle #1, #2.

Participation (Group), *Croquis for Animator*, SBA Animation Center, Seoul, Korea (Jun 2009) - Exhibition of croquis drawings.

## Featured Works

borderless, Online publication (Aug. 2023) – Article: "[Jaeyong Lee, Interaction Designer at Philips Lighting](#)"

j.j magazine, Seoul, Korea (Sep. 2012) - Article: "*Defined Monsters, Lee Jae Yong. I am a monster,*" p40~41.

Incubator, Seoul, Korea (Mar. 2012) - Article: "*Defined Monsters,*" p48~55.

Red Dot Design Concept Year Book, Essen, Germany (Oct. 2013) - Article: "*Life-Light,*" p227.

FORM Magazine, Stockholm, Germany (Feb. 2013) - Article: "*Traveler's Paper Kit,*" p12~13.

I Heart Magazine, Paris, France (Jan. 2013) - Article: "*PRÉCIS DE SURVIE,*" p16.

Metatrend vol. 36, Seoul, Korea (Jan. 2013) - Article: "*Traveler's Paper Kit, emergency paper kit for travelers,*" p52.

Yanko Design, Online publication (Feb, 2013) - Article: "[Definite Exit](#)"

Yanko Design, Online publication (Nov, 2012) - Article: "[Rock Paper Matchstick](#)"

Red Dot Design Concept Year Book, Essen, Germany (Oct. 2012) - Article: "*Traveler's paper kit,*" p230.

Korea Good Design Award Year Book, Seoul, Korea (Oct. 2012) - Article: "*Triangle Optical Gate,*" p319.

Yanko Design, Online publication (Sep, 2012) - Article: [Fingering The Coffee](#).

## Language

Korean

Native

English

Professional working proficiency