

CURRICULUM VITAE

JAERYONG LEE

South Korean (30) based on Helsinki, Finland
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PROFILE

I am a UX/Visual designer who endeavors to bring positive changes in people's lives by transforming complex design issues into persuasive, experiential and effective design solutions. My design capabilities include UX and service design: creating UX strategy, information architecture, UI design, user flow map, interactive prototype as well as investigating the needs of users and analyzing it. I am confident at conducting UX projects starting from user researches to the implementable design guidelines through various design methodologies: Human-Centered Design, Co-Design, Lean and Agile UX.

EXPERIENCE

Master thesis Student
Philips, NL
Jan.2016~Nov.2016

- Proposed new UI designs and design guidelines for *Philips Smart Air Purifier*: a data measuring device for real-time air quality and its mobile app.
- Conducted empirical user researches in the context of air quality and investigated the interconnections between visual perception and behavior change.

Design Intern
Philips, SG
Sep. 2015~Nov. 2015

- Created information & data visualization for *Primary Care project* in healthcare business.
- Developed UI design for *Philips Online Shop Singapore website*.

Visual designer
0100design, KR
Jan. 2012~Apr. 2014

- In charge of creating various visual designs for brands, products and interiors.
- Created visual identity of *0100design*: website, logo, visual concepts.
- Developed visual concepts of interior and furniture designs for the *Chonbuk National University library*.
- Designed trophies for the *Expo 2012 Yeosu Korea*.

Co-founder & Visual designer
Keida studio, KR
Jan.2011~Dec.2011

- Conducted various artistic experiments, design campaigns for social issues, conceptual product designs
- Awarded *Red Dot Concept Design Award* 2012 through 'Traveler's Paper Kit'.

Product design intern
FS Korea LTD, KR
Jan.2011~Mar.2011

- Designed cosmetic containers and conducted market researches

Visual designer
Floating Island, KR
Jan.2009~Aug.2009

- Created visual design concepts for animations: *White Ball* and *Let's go MBA*
- Directed 2 short animation films: *Shadow*, *My friend Muchi*, as independent projects

EDUCATION

Collaborative and Industrial Design
Aalto University, FI
Master of Arts
Aug. 2014~Present

- Cumulative GPA: 4.25/5 scale
- Specialization in UI/UX design, service design and user research through user-centered approaches.
- Conducted various collaborative projects with companies and public organizations: *City of Helsinki*, *the Finnish Tax administration*, *Aalto University*, *Kemppi* and *Philips*.

Visual Communication Design, Metal Craft
Hongik University, KR
Bachelor of Arts
Mar. 2005~Feb. 2012

- Cumulative GPA: 4.04 / 4.5 scale; Merit-based Scholarship Recipient five times.
- Conducted projects for graphic design, illustration, animation and craft.
- Served *military service* between Jul. 2006 and Jul. 2008 in South Korea ROK army headquarters.

HONOR & AWARD

- Full scholarship student**
NIIED
Aug. 2014
 - Selected as a representative scholarship student by *National Institute for International Education (NIIED)* and fully supported for master's study for 2 years.
- 3rd prize**
LOTTE World Tower Mall
Apr. 2014
 - Winning work: *Lopy*, Mascot design of *Lotte World Tower Mall* and relevant applications design
- Honorable Mention**
Red Dot Design Award
Sep. 2013
 - Winning work: *Life-Light*, emergency directional system for evacuation
- Winner**
Red Dot Design Award
Sep. 2012
 - Winning work: *Traveler's Paper Kit*, emergency paper kit for travelers
- Good Design Selection**
Korea Good Design
Aug. 2012
 - Winning work: *Triangle Gate*, optical electronic gate indicating clear direction
- Encouragement prize**
Junk Art Contest
Nov. 2011
 - Winning work: *Spectacle #1*, Junk Art using abandoned electronic devices and video art
- Excellence Award**
Cartoon Contest
Sep. 2008
 - Winning work: *Too dangerous to touch*, a story about dangerousness of having drugs

SKILLS

- Excellent*
 - Photoshop, Illustrator, Sketch, InVision, After Effects, Premiere Pro, Audition, InDesign, Muse
- Moderate*
 - MS Office, 3D Max, Maya, CAD, HTML, CSS

LANGUAGE

- Mother tongue*
 - Korean
- Fluent*
 - English
- Basic*
 - Japanese

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