

# Jongeun (Joanna) Lee

Business + UX Professional

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Burnaby, BC

## EXPERIENCES

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### Electronic Arts (EA SPORTS – NHL)

Burnaby, BC | July 2023 – July 2024

#### Associate Experience Designer (Temporary Full Time)

- Owned the UX Design for two out of the four main game modes within the EA SPORTS NHL Franchise for new features that will be released for NHL 25 and NHL 26
- Worked collaboratively with producers, developers, and UI designers to ensure user values as well as business values were clearly outlined in all steps of the process
- Developed a new design process that was adopted by the UX Design team at EA SPORTS NHL
- Presented visual design concepts with attention to both user values and business values to ensure that all projects being worked on is a priority in the team's roadmap
- Led all data synthesizing of internal testing and presenting of insights and next steps to promote data-driven iterative processes
- Improved the hand-off process between UX Designers to UI Designers to developers by presenting wireframes based on workflow rather than state-based

### Stryker (R&D – Endoscopy)

Remote | September 2021 – August 2022

#### UX Designer (Internship)

- Collaboration with senior designers, upstream marketing, and software engineers to create solutions for the Endoscopy business unit.
- Drove participatory research workshops and spearheaded synthesis of data to craft solutions to ensure patient safety, hospital efficiency, and support to all stakeholders (from clients to sales team).
- Independently conceptualized and designed a support platform that was a result of user-interview, survey sessions, and insights gathered from the “Voice of Sales” and “Voice of Customers”
- Solely audited, revamped, and presented an existing video editing application to be used by surgeons to improve the UX of minimally invasive surgeries to be used in tandem with other Stryker industrial offerings
- Alongside the senior UX Designer, led cross-functional workshops with users of various backgrounds
- Introduced the Figma software to the team and helped with the adoption and migration process from Adobe XD to Figma

## EDUCATION

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### Simon Fraser University

Burnaby | September 2015 – July 2023

#### Bachelor of Business Administration

- Joint major in Business and Interactive Arts + Technology (UX)
- Graduated with 20 months of professional work experience in tech prior to graduation
- Relevant coursework: Strategic Decision Making, Data and Decisions II, Interaction Design Methods, Information Design, Interface Design, Web Design and Development, User Experience Design

## SKILLS

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#### Design

User Experience Design / User Research / UI Design / Prototyping / Usability Testing / Data Synthesis / Product Strategy

#### Business

Presentation / Cross-Functional Collaboration / Leadership / Workshop / Decision Making / Communication