

# JOHYEON LEE

## UX/UI Designer

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## EDUCATION

### University of Waterloo

Candidate for Bachelor of Arts in  
Honours English-Rhetoric, Media,  
and Professional Communication  
Minor in Digital Arts Communication  
2016 - 2021 (Expected)  
President's Scholarship of Distinction

## SKILLS

Sketch  
Illustrator  
Photoshop  
After Effects  
Adobe XD  
InVision Studio  
HTML/CSS/JS  
Office 365

High Adaptability  
Strong Attention to Detail  
Collaborative Working  
Excellent Interpersonal Skills  
Fluent English and Korean

## EXPERIENCE

### Maple Leaf Foods Inc.

Jan 2019 - Apr 2019

IS Digital Designer

Mississauga, Canada

Operated an internal brand design project providing several options for poster/banner/social media templates and making a video intro ensuring brand consistency

Suggested design solutions and improved user experience for iOS mobile applications in use

Created a style guide for using PowerApps reflecting the revised visual identity guidelines

### University of Waterloo Association of Korean-Canadian Scientists and Engineers

Jan 2017 - Apr 2018

Marketing Executive

Waterloo, Canada

Participated in weekly meetings and organized various academic events including orientation activities, co-op help sessions, and fundraisers

Designed flyers, posters, and products under tight deadlines

## PROJECTS

### TIBTOE Mobile App & Landing Page

May 2019 - Present

Envisioned a location-based service application that connects people with similar interests to keep them motivated

Implemented screens with high quality visuals and smooth transitions for effective navigation using prototype tools

Designed a virtual landing page with a purpose of teasing a new product and promoting the mobile application

### CIVITAS Android App

Mar 2019

Designed and developed the entire interface of the app using Android Studio

Created UX wireframes and high-fidelity mockups to better visualize and translate ideation to developers

### Online Student Handbook

Sep 2018 - Nov 2018

Collaborated with peers to publish a website that compensates defects of the original University of Waterloo PDF handbooks

Created personas and conducted user research to gather data from focus groups

Handled web layout, color, illustration, typography, and other design composition of the project