JOHYEON LEE

UI/UX 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