

# JOHYEON LEE

UX/UI | Product Designer

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## EDUCATION

**University of Waterloo**

2023 graduate

Bachelor of Arts in Honours English,  
Digital Arts Communication minor

President's Scholarship of Distinction  
People's Choice Awards - TechArt

## SKILLS

Product Design

Branding

Visual Design System

User Research

Journey Maps

Low/High-Fi Wireframes

Prototyping

Usability Testing

## TOOLS

Figma

Sketch

Adobe Creative Suite

Framer

VS Code

HTML

CSS

JavaScript

## PROJECTS

**AURA, concept mvp**

May 2025

- Led the end-to-end design of a mobile app that helps Gen Z users explore, record, and reflect on exhibitions to build their visual taste
- Collaborated with a team of four designers to conduct user research, develop the information architecture, and build the complete UX/UI and visual design system
- Conducted usability testing and yielded an NPS of 8.7 with users responding positively to the app's intuitive navigation and emotional resonance

**DHL Website Renewal, ux design**

Nov 2023

- Redesigned the current DHL website using Adobe XD
- Prioritized responsive web design principles and applied strategic constraints for seamless user experiences across diverse platforms
- Integrated custom icons and design elements to enhance the visual appeal and functionality of the current website

## WORK EXPERIENCE

**Korea Beauty Vocational Education Institute**

UI/Graphic Designer

Sep 2020 - Aug 2021

Seoul, Korea

- Designed dynamic and interactive website that ensure high quality user experience
- Developed ideas through all the stages to help generate user-friendliness for the final product
- Re-designed outdated certificate templates to display consistency in each issue of the institute

**Raymond James Ltd.**

Web Developer

Sep 2019 - Dec 2019

Toronto, Canada

- Managed a high-traffic corporate website and other major sites based on Sitecore and SharePoint platform
- Implemented dynamic and interactive websites ensuring valuable user experience
- Actively participated in weekly meetings by discussing some drawbacks of current system and suggesting new solutions

**Maple Leaf Foods Inc.**

Digital Designer

Jan 2019 - Apr 2019

Mississauga, Canada

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