Johyeon Lee | Product Designer

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Professional Experience

reemarc Inc. | **UX/UI Designer** | Seoul, South Korea   Jul 2025 - Current
- Improved core user flows and interfaces for a mobile app and web dashboard at a global dental healthcare startup during its pre-launch phase, supporting operations across the US, Korea, and China.
- Streamlined onboarding, treatment tracking, and operational workflows to ensure a seamless experience for patients, clinicians, and staff.
- Maintained and improved the UX of the company's Framer-based marketing website to support brand consistency and business growth.

Korea Beauty Vocational Education Institute | **UI Designer** | Seoul, South Korea   Sep 2020 - Aug 2021
- Designed and launched a responsive website to improve accessibility and user engagement.
- Developed ideas through all the stages to help generate user-friendliness for the final product.
- Redesigned outdated certificate templates to ensure brand consistency across issued documents.

Raymond James Ltd. | **Junior Web Developer (Co-op)** | Toronto, ON   Sep - Dec 2019
- 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 the current system and suggesting new solutions.

Maple Leaf Foods Inc. | **Digital Designer (Co-op)** | Mississauga, ON   Jan - Apr 2019
- 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.

Projects

AURA | **Lead Product Designer** | MVP Mobile App Design   Apr - Jun 2025
- Led the end-to-end design of a mobile app with a team of four designers, helping Gen Z users explore, record, and reflect on exhibitions to build their visual taste.
- Conducted user research, developed the information architecture, UX/UI, and full visual identity including branding and logo, and validated the experience through usability testing, resulting in an NPS of 8.7 and strong user feedback on intuitive navigation and emotional resonance.

Hinge: Wingman | **UX Designer** | Concept Mobile App Redesign   Apr - May 2025
- Designed a concept feature suite for Hinge that addressed drop-off in early-stage messaging by integrating ethical AI insights, shared music discovery, and collaborative date planning.
- Contributed to the full design process, including user research (user surveys, interviews, competitive audit), ideation, UX/UI design, and high-fidelity prototyping in Figma, with a focus on emotionally intelligent and human-centered experiences.

Technical Skills

Figma, Framer, Adobe Creative Suite, HTML, CSS, JavaScript

Education

University of Waterloo | **B.A. Honours English, Minor in Digital Arts Communication** | Waterloo, ON   Aug 2023