

# Sarah Hyun Lee

Portfolio: [tinyurl.com/sarahhyunlee](https://tinyurl.com/sarahhyunlee)

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## EDUCATION

University of California, San Diego  
2016 - 2020

B.S. in Cognitive Science, Design and Interaction  
Provost Honors, GPA 3.64

## EXPERIENCE

### Circulations Assistant

UCSD Geisel Library

Nov 2018 - Sep 2020

UCSD's central Library providing daily academic and research support to thousands of patrons in the San Diego County.

- Provide assistance for students, faculty, and staff through the phone and at the front desk.
- Maintain circulation within library by organizing, shelving, and retrieving books and digital collections. Assist with organizing shipments for outgoing books.
- Transcribe microfilm collection for digitization.

### Digital Marketing Intern

Ticktbox Enterprises, LLC

Jun 2019 - Sep 2019

A software company providing digital marketing and ticketing services to entertainment leaders like Sony, Fox, Netflix, etc.

- Plan and execute monthly social media calendars across instagram, facebook, and twitter. Increased total followers by about 500 users.
- Draft monthly newsletters and marketing emails that were sent out to the company's database.
- Manage "Verified Movie Ratings" page, filtering out 100+ reviews and pushing out reviews for new releases in timely manner.
- Research and identify social media trends as well as best practices amongst competitors for adoption where appropriate.

### Resource Assistant

OASIS Summer Bridge

Jun 2019 - Aug 2019

A transitions program offered by UCSD providing tools and resources for incoming freshman to jumpstart their first year in college.

- Accomplish onboarding for a group of 25 students. Serve as the first point of contact.
- Provide informational resources and updates about life at UCSD and the Summer Bridge Program.
- Maintain contact through phone and email to ensure timely delivery of required documents.

## PROJECTS

### LADWP | Redesign

Duration: 1 week

Redesigned the LADWP Website homepage to give it a more modern and professional look to provide users with a smoother user experience.

### PULSE | Prototype

Duration: 1 week

A home workout prototype for people in home isolation during the pandemic.

### Grocery Experience | UX Research

Duration: 1 week

UX research project centered on the changing grocery experience during the pandemic.

## SKILLS

### Design

Prototyping, Wireframing, User Research, Ideation, Storyboarding, Visual Design, Graphic Design, UI/UX

### Tools

Adobe Photoshop/Illustrator/InDesign, Figma, Webflow, HTML/CSS, Hootsuite, Mailchimp, Microsoft Office

### Marketing

Email Marketing, Newsletters, Social Media Management, Customer Service

### Language

Bilingual in Korean