

JENNY J. LEE

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EDUCATION

University of California, San Diego (UCSD)

BSc Bioinformatics

La Jolla, CA

Jun 2019

- Fall 2018: Human Computer Interaction, Education Technology Research – Lund University, Sweden

QUALIFICATIONS

- **Skills:** UX+UI Design, Visual Design, Interaction Design, Branding, Wireframing, Prototyping, Marketing
- **Software:** Figma, XD, Adobe Suite (Photoshop, Indesign), HTML/CSS, Javascript

EXPERIENCE

Design Intern

Jan 2021 – Present

Anise Health – Telehealth Platform

- Work with cross-functional teams to expand brand & wireframe web app designs for product launch
- Interview customers to assess usability testing & improve product development
- Create visual design content for social media platforms, doubled community engagement

Design & Project Lead

Jan 2021 – Present

Kite – Friendfinding iOS App

- Work with market researchers to build personas and storyboards, A/B usability testing on prototypes
- Wireframed mobile design and user flow; outlined & prioritized app features for engineers
- Co-coded front-end mobile iOS app in 4 weeks (2021 Codepath Demo Day Finalist, Top 10)

Cofounder & President, Vice President (May 2016), Outreach (May 2015)

May 2015 – June 2018

Synbio – Synthetic Biology Research Project Incubator (UCSD)

La Jolla, CA

- Designed logo and print materials (shirt, presentation, flyers) for iGEM & SynBio; built websites
- Strategically marketed Synbio, recruited & mentored students for iGEM research project

BioClock Studio Content Creator

Oct 2014 – Mar 2016

Center for Circadian Biology (UCSD)

La Jolla, CA

- Produced 5-part video series to demystify in-lab circadian biology procedures, used to complement professor's lectures in upper division Biology course of 300+ students; pioneered digital encyclopedia
- Designed graphics to complement science blog post by Dr. Susan Golden in Small Things Considered

UX Research Assistant

Aug – Dec 2018

Education Technology Group, Cognitive Science Department (Lund University)

Lund, Sweden

- Integrated eye-tracking technology into educational history game to detect user attentiveness
- Improved real-time feedback; explored how feedback improves learning & cultivates growth mindset

PROJECTS

Raccoonies: Choose your adventure game teaches polymerase chain reaction

Oct 2017

- Conceptualized, co-designed, wrote, and coded cross-platform interactive story game to teach non-biologists a molecular biology technique
- Leveraged color psychology, dyslexia-friendly font, and music to enhance memory retention

Inside a Fruit Fly: Circadian biology shooting game

Mar 2016

- Conceptualized, designed, illustrated, and built prototype of educational game that models molecular mechanism of fruit fly's circadian clock; user plays as a kinase, "shoots" to degrade other proteins