

Haenam Hannah Lee

Senior Product Designer (6.5 years)
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- Draw design insights, concept, wireframes, and prototypes understanding the data: GA, User Test, VOC, research. The purchase conversion rate increased by 12% and the bounce rate decreased by mere than 20%.
 - Not only managing the design team as a Design project leader, but also worked closely with global & national multi-disciplinary team to solve complex problems.
 - Structured documentation of design guidelines that accounting for detailed design fundamentals such as technology, typography, hierarchy, padding, and data with consideration of their impact on the feasibility of a design.
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Career

2020.01–Present | VinylC

LG Electronics

- As a Design Project Leader, managing team and deliver solutions.
- User Test, research, prototype, concept, wireframe, UX solutions
- Design System Document

Samsung Security

- As a Design Project Leader, managing team and deliver solutions.
- Research, benchmarking, VOC, concept, wireframe, UX solution
- Design System Document

2018.11–2020.01 | Pulmuone

Pulmuone e-Commerce

- Updated web & application taking account of GA data, research, VOC.
- Design, HTML/CSS and jQuery.

2014.04 – 2018.01 | MullenLowe Profero

Apple KR

- Global collaboration working experience.
- Design Solution considering technical feasibility, VOC, cultural norms and legal issues.
- Workshop at Apple Silicon Valley, US

Project detail

LG Electronics | 2020.06 – 2021.04

- Collaborate closely with UX team to define better strategy and solution from both qualitative & quantitative data such as UT, benchmark, research, prototype, etc that balance user and business needs.
- As design project leader (PL), I managed the team, educated members, ensuring a high-level of quality and structured design system and guideline.
- Designed components that are categorized according to the usage and grid to maintain the service more effectively.
- To reinforce usability, we built responsive web/mobile & application considering user environment and accessibility.

Samsung Security | 2020.03 – 2020.06

- Translating user research, analytics, benchmarking and best practices into design strategy and concept.
- Define the overall UX strategy and vision for the user experiences
- Crafted detailed user flows, UX strategy and vision for enhancing the digital journey.
- Develop design system and digital brand guidelines to establish a consistent look and feel throughout the service.

Pulmuone e-commerce | 2018.11 – 2020.01

- Developed UX and improving UV considering GA, VOC, and analytic data. Ultimately the purchase conversion rate has increased by 12%.
- Created prototypes and conducted internal user test to enhance user flow and reorganized IA structure.
- Understanding of branding, strategic and marketing considerations, achieved more than 3 times the target sales goal.
- Delivers prototype, wireframe and mockup based on the product requirement with good functionality for design review and usability testing purpose
- Communicate solutions to deliver prototype, wireframe, advanced design, and HTML/CSS.

Apple KR | 2014.04 – 2018.01

- A developed design solution that fulfills users' needs while accounting for technical feasibility, global VOC, cultural norms, behavior and legal issues.
- Considered design fundamentals such as color, space, typography, hierarchy, paddings and grids with pixel-perfect attention to detail.

- To deliver delightful experiences for users, we worked closely with other global teams to share our insight of everything that related to user experiences: tech space, tools, HTML/CSS, and trend.
 - Designed Apple Korea Web & Mobile pages: iPhone, Mac, iPads, Air Pod, iTunes Music, RED series, etc.
 - Global teams gathered at Apple Headquarters in Silicon Valley, US for WWDC projects 5-7 times a year to work more collaboratively.
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Education 2007 - 2013
KyungHee University, Digital Contents Design
Interaction design, motion graphic, UI UX and other digital design.

Others 2018.03 - 2018.07
Digital Convergence (JAVA_SW engineering)
Green computer Academy | JAVA, JSP, SQL

2012.06 - 2012.07
Tin Robot: Intern
'Morotobi' Application wireframe, prototype, design

Others
Education 2004.12 - 2006.01
US Massachusetts, Chelmsford High
High school exchange student

1999.12 - 2001.02
Australia QLD, Hillcrest Christian College
6th grade, Elementary school