# Mattie Lee

## Multi-Disciplinary Experience Designer

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A creative standing at the intersection of design and technology, bringing the best of both to craft engaging experiences by utilizing user-centered solutions.

## Experience

### Lead UX Engineer

Business Insight Collective | Apr 2020 - Aug 2021 | Seoul, Korea

Led UI/UX design and contributed to front-end development of
Tomato Admin. An ERP & CRM for supermarkets in South Korea.

- Managed a team of 3 (researchers & engineers) to work creatively and collaboratively on all product designs, launches, and ensuring product quality.
- Built and maintained an internal design system & developer implementation guidelines to enhance communication with stakeholders and streamline processes.
- Designed UI/UX for the products and contributed to front-end development by implementing components, micro-interactions, and layouts using HTML/CSS/jQuery.
- Designed assets for pitch decks, generating $40M in Series A & B funding.
- Redesigned and improved the UI/UX of the ERP, which helped acquire new customers by 150% over 6 months.
- Tested cross-browser compatibility, visual QA's, and made UX improvements to the entire product line.

### Product Designer

In The Core | Jan 2020 - Apr 2021, Feb 2018 - May 2018 | Seoul, Korea

Designed and launched a mobile web application to bring the smart
home experience to 250+ hotels in South Korea.

- Worked collaboratively with clients and stakeholders by identifying business goals and user needs to ideate, design, and develop a mobile application.
- A/B tested and collected feedback to improve usability, resulting in an 80% increase in customer satisfaction.
- Implemented UI components with the engineers using Vue to build a pixel-perfect and functional web application.
- Designed and shipped an energy-saving feature, resulting in a $100K average in annual savings for clients.

### Interaction Designer

Hewlett Packard | Jan 2017 - Apr 2017 | ArtCenter College of Design | Pasadena, CA

Created product concepts and prototypes for Tribe. An adaptable
jewelry device targeted to the Generation Z market.

- Conducted research targeted at Generation Z by future casting, using quantitative and qualitative research, identifying user needs, and creating personas.
- Conceptualized, prototyped, and presented project deliverables such as user journeys, storyboards, system flows, user flows, and wireframes using Sketch, Framer, and Arduino.
- Designed the final product concept that won gold for the 2019 Spark Awards.

## Education

### ArtCenter College of Design

B.S. Interaction Design
2016 - 2022

## Achievements

### 2019 Spark Awards Gold Winner

HP Tribe

### 2019 IDEA Awards Finalist

HP Tribe

### 2021 Provost's List

ArtCenter College of Design

## Skills

### Design

| | |
|---|---|
| User Interface | User Journey |
| User Experience | Storyboarding |
| Design System | User Interviews |
| Graphic Design | Accessibility |
| Visual Design | Systems Design |
| Wireframes | User Testing |
| Prototypes | Heuristics Analysis |
| User Research | Participatory Design |
| Contextual Inquiry | Mental Models |
| User Personas | Inclusive Design |

### Development

| | |
|---|---|
| HTML | Processing |
| CSS/SASS/SCSS | jQuery |
| TailwindCSS | Next.js |
| Javascript | React |
| Typescript | Vue |
| Java | Git |

### Tools

| | |
|---|---|
| Photoshop | Figma |
| Illustrator | Framer |
| InDesign | IntelliJ IDEA |
| Sketch | VSCode |

### Languages

| | |
|---|---|
| English (Native) | Korean (Native) |