

# Casey Lee

## UX Designer

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☎ (657) 922-3140

🏠 Irvine, CA

📄 Work Permit (J1)

User-focused designer with expertise in project design and development, user research, behavioral analysis and market research. With a background in psychology, bringing deep understanding of user centered design principles is one of my specialties along with a commitment and passion for connecting users across various settings and backgrounds.

## Experience

### Rootin | Designer

Sep - Nov 2024 | Irvine, CA

- Developed and designed an IoT sensor-based notification service that relieves the guesswork in indoor plant watering.
- Enhanced product usability by conducting surveys of 84 participants and in-depth interviews. Designed UI allowing users to easily monitor the plant's status, resulting in 1.37x improvement of plant care.

### Book Buddy | Designer

Oct - Dec 2024 | Irvine, CA

- Designed an AI-powered educational service enabling children to explore book content through virtual conversations and visual materials.
- Led project planning, conducted user research, maximizing educational impact to 1.5x with child-focused UI and age-specific image prompting.

### RealMo | Designer

Oct - Dec 2024 | Irvine, CA

- Collaborated on an AWS-powered content moderation simulation system for a fictional streaming platform.
- Led market research and company analysis. Designed a customizable dashboard, enhancing the efficiency to 1.47x in content moderation.

### Connect | Product Owner & Designer

Sep 2024 | Irvine, CA

- Conceptualized and designed a leading-edge career recommendation & management service that integrates psychological data with AI.
- Solely planned the business concept and UI/UX design, anticipating to support 68.5% of South Korean youth without a career path and especially the 19.5% of those who are uncertain about their strengths.

## Education

### | Kookmin University

Mar 2022 - Expected 2027 | Seoul, South Korea

- BA, English and Literature
- BA, Psychology

### | Nebrija University

Sep 2023 - Feb 2024 | Madrid, Spain

Exchange Student Program

- Spanish A1, A2 Certificate

### | Sungshin Women's University

Mar 2020 - Feb 2022 | Seoul, South Korea

- BA, English and Literature

## Skills

### | Specialties

Project Planning, User Interview, User Test, A/B Testing, Persona, Market Research, Competitive Analysis, User Journey Map, Information Architecture

### | Tools

Figma, Photoshop, Illustrator, HTML, CSS, Framer

### | Languages

English, Spanish, Korean, Chinese