Seulah Lee

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SUMMARY

I am a UX designer with strong product thinking skills and user research skills. I have end-to-end product design experience in both agile and waterfall environment. I can manage details in a complex product and tactically drive a project to delivery by collaborating with engineers, visual designers and product owners.

EXPERIENCE

UX Designer for Naver Map, NAVER | Jungja, South Korea | May 2017 - June 2019

- **Managed Bookmarks feature on Naver Map** as senior product designer, by creating new features as well as improving existing features based on users' feedback and data
- **Worked on complete redesign of Naver Map** from concept to execution, responsible for creating new contextual features and defining user flow for the entire app including redesigning home, search results, and places' information pages
  - communicating design decisions by creating briefs, story maps, user journeys, screen flows, wireframes, and high/low-fidelity prototypes and by conducting user researches for future releases

Product Designer for exeLab, Kakao | Pangyo, South Korea | Oct 2014 - March 2017

- **Led web-based media-related projects in a team based on agile/lean UX methodologies**, including Daum Entertainment's new service called "My Star," by creating user flows, wireframes, and prototypes
- **Created memorial websites for Daum News**, such as the one-year anniversary of Sewol ferry disaster and the 20th anniversary of Sampoong department store disaster, by generating concepts and narratives as well as creating wireframes for responsive design

UX Designer/Researcher, Daum Communications | Seoul, South Korea | July 2012 - Oct 2014

- **Created a new mobile service for Buzz Launcher**, from consolidating a concept to creating wireframes, in a fast-paced collaborative environment
- **Conducted user researches and delivered wireframes for web services**, such as shopping and payment
- **Conducted preliminary market and user researches** for Internet of Things industry and mobile instant messenger services in Southeast Asia

UX Researcher, Synovate Korea | Seoul, South Korea | March 2010 - June 2011

Planned, designed, and conducted qualitative researches related to product usability, design development, and user experience in Korea and North America for Samsung Electronics
  - Preliminary user research for media consumption and motivation for content creation (2011)
  - User/market research for multiscreen strategy and for device-to-service convergence strategy (2010-2011)
  - Mobile phones' virtual keypad and Smart TV UI usability test (2011) etc.

EDUCATION

University of Toronto | 2019-Present
Master of Information candidate

Brooklyn Law School | 2009
J.D. Withdrawn in good standing

University of Toronto | 2003-2007
Honours Bachelor of Arts with Distinction, Major: International Relations, Asia-Pacific Studies

ACHIEVEMENTS & SKILLS

Patent registered "Method For Controlling Presentation Of Contents and User Device For Performing The Method" (Korea, No.10-1685288)

Proficiency in a variety of design tools such as Sketch, Principle, Framer, and InVision

Familiar with Adobe Photoshop, Adobe After Effects and basics of HTML and CSS

Fluent in Korean and English; conversant in Japanese

REFERENCES

Dong-Kyun, Kang
Senior UX designer at Samsung Electronics
T. 82-10-3200-4115

Jong-Hak, Kim
UX leader at Kakao AI
T. 82-10-4441-8534