


Ryan Lee

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EXPERIENCE

Samsung Electronics, User Researcher

Jul. '14 – Present

Lead researcher for Samsung's next-generation Smart TV project. Established the user testing initiative by defining test plans, extracting insights and communicating feedback in an actionable manner.

Structured, ran and led a variety of research efforts in the Mountain View and New York offices, ranging from ethnographic field studies and interviews to usability lab studies and email surveys.

Prioritized a running list of feedback and usability issues, provided recommendations for next steps and improvements, and worked with product team to implement changes.

Communicated insights and behaviors in compelling, creative ways. Crafted stories using internal and external data that framed user needs and helped guide product design.

HowAboutWe, User Testing & Research Manager

Apr. '14 – Jul. '14

Planned and conducted user research with the goal of creating actionable recommendations and supporting strategic efforts in design, product, and marketing.

Understood users through a variety of qualitative and quantitative research methodologies, and collaborated with data engineers to analyze behaviors through application data.

Freelance UX Designer

Oct. '13 – Apr. '14

Worked with agencies and startups on various projects including user research, mobile UX design, web design and development, and brand strategy. References available upon request.

Sagent Advisors, Investment Banking Analyst

Jun. '11 – Jul. '13

Advised clients on M&A and private capital raises in Technology and Healthcare industries. Applied skills in financial modeling, due diligence and project management to execute transactions.

EDUCATION

UCLA

B.A., Economics

Startup Institute

Product & Design Program

Nielsen Norman Group

UXC License #1008913

SKILLS

Product: Broad range of user research methodologies and applications, wireframing, prototyping, mobile UX, UI design

Tech: HTML/CSS and JS. Have worked with teams developing in Objective-C, Java, Tizen, RoR, Scala, and JS frameworks

Tools: Balsamiq, Omnigraffle, Sketch, Adobe Suite, InVision, Microsoft Office, Keynote