Lee Hao Yun

UX Designer / Researcher

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https://ymmik.github.io/myportfolio/

EDUCATION

South Korea

Korea Advanced Institute of Science and Technology (KAIST)

MSc Culture Technology, 2021-2023
Information-Based Design Lab

Japan

National Tsukuba University

Exchange Student Program, 2015-2016

Taiwan

National Cheng Kung University

BSc Industrial Design, 2011-2017

SKILLS

UXUI Design

UX flow, wireframes, prototypes, UI design using Figma, basic HTML/CSS knowledge

UX Research

Interviews, surveys, desktop research, behavioral data analysis using analysis tools(GA, Mixpanel, etc), R and Excel

Collaboration

Cross-functional teamwork with product, design, engineering, and other teams

LANGUAGES

Mandarin, Taiwanese - Native
English - Advanced (IELTS 7.5)
Japanese - Advanced (JLPT N1)
Korean - Advanced (TOPIK 6)
French - Intermediate (DELF B2)

OTHERS

Publication:
Yi, T., Lee, H. Y., Yum, J., & Lee, J. H. (2022). The influence of visitor-based social contextual information on visitors' museum experience. PloS One, 17(5), e0266856

Volunteer & Activities:
Remote UX Designer, Disaster Accountability Project (International NGO, US), 2019
Participant, Summer Institutes in Computational Social Science, South Korea, 2022

Certifications:
HarvardX Data Science Professional Certificate (2019), Google AdWords Certification (2013)

CURRENT ROLES

Freelance UIUX Designer (Remote)

Remote — Freelance, May. 2024 - **present**

- Designed a car-sharing platform UX flow and UI from scratch for a startup, including both **B2C and B2B interfaces**.
- Designed info architecture and UI for government disaster-preparedness website from scratch, following accessibility principles.

UX Researcher

Taiwan — **Vietnam(work trip)** — Cathay Financial Holdings, Jul. 2023 - **present**

- Led usability research on robo-advisor, loan, and insurance UIs; delivered insights that led to a **1.5x increase in product clicks** after loan UI redesign.
- Analyzed mobile banking APP survey data to uncover UX issues and compiled a report to support product improvements.
- Collaborated on Vietnam insurance UI and user research via interviews, desktop research, and workshops, with **both remote coordination and on-site fieldwork**.

PREVIOUS WORK EXPERIENCES

Student Researcher

South Korea — Information-Based Design Lab at KAIST, March. 2021 - Feb. 2023

- Participated in UX research within an art museum context, assisting in study planning and **UI prototyping for experimental testing**
- Assisted in academic UX research on VR museum experiences, supporting eye-tracking experiments and data collection.

UX Designer

Taiwan — AlfredCamera, Apr. 2019 - Dec. 2020

- Conducted UI/UX design and research for a **multilingual B2C smart home security product (web/app, 13 languages)**.
- Redesigned the onboarding flow to improve device pairing, designed error reporting flows, and ran A/B tests for pricing page UI.
- Participated in design system unification to ensure visual and functional consistency post-rebranding.

Taiwan — **Japan (work trip)** — awoo Intelligence, Dec. 2017 - Apr. 2019

- Designed UI/UX and conducted research for **B2B SaaS marketing tools, including an SEO tool and an EDM/ SMS marketing tool**.
- Supported wireflow design for an AI-powered labeling system to automate e-commerce product content generation.
- Conducted competitive analysis and stakeholder interviews in Japan to support new market entry research.

Jr. Product Manager

Taiwan — ASUSTek Computer, Apr. 2017 - Dec. 2017

- Managed laptop product development, coordinating **cross-functional communication with local and international teams**.
- Analyzed market data to support the sales product management team.

Product Design Intern

Singpaore — igloohome, Oct. 2016 - Jan. 2017

- **Collaborated with international teams** to design software-hardware integration solutions for smart locks and a property management dashboard.

China — Dongguan YiDong Plastic Technology, Jul. 2014 - Sep. 2014

- Brainstormed and prototyped design ideas for industrial products.