Yoon Lee

UX/UI Designer

CONTACT

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ABOUT ME

UX/UI designer with passion for aesthetic and structural design. Various background including client management and illustration. Focused on creating a user centric design that not only looks great but functionally provide great experience to help achieve the intended goals.

SKILLS

- User Research & Wireframing
- User-Centered Design
- Branding & Visual Design
- Figma
- Basic HTML/CSS
- Illustrator
- After Effects
- Illustration
- Photoshop

UX/UI PROJECTS - CareerFoundry

UX/UI Designer   July 2024 - Jan 2025

- Developed a case study of a location-based application "CaféLounge" designed to help users find and research restaurants
- Used in-depth research through interviews, user personas, surveys, and A/B testing to implement features such as most popular dishes features based on data
- Developed a guideline that applied cohesive design principles to maintain the brand of the app

EXPERIENCE

JK Global Trading, LLC,
Designer, E-Commerce Director   Aug 2012 - Present

- Developed an overall brand and style guideline for Ebay store
- Redesigned the website based on research that incorporated design elements that catered to user preference.
- Implemented design element in the product page based on color theory that increased the visibility of the store and made it stand out from the competitors
- Maintained positive client relationships by providing data-based feedback
- Tasked with designing a business card that prioritized clean visuals with an emphasis on critical information.

EDUCATION

UX/UI Design Certification
Front-End Development Specialization
CareerFoundry 2025

Brand Identity, Illustration,
Motion Graphics
School of Visual Arts
Continuing Education
2024

BA in Economics
University of Maryland,
Baltimore County
2007-2012