

Hyun Lee

UX DESIGNER

PORTFOLIO

<https://hyhyun.myportfolio.com>

CONTACT

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TOOLS

Adobe XD
Figma
Adobe Photoshop
Adobe Illustrator
After effect
MS office suite
Marvel

EDUCATION

Ewha Womans University
(Seoul, South Korea)
Bachelor of Arts
• Visual Information Designs
• Fiber Art

CERTIFICATE

Strategy and Information
Architecture
by California Institute of the
Arts (Remote)
Google UX Design Professional
UI/UX Design Specialization



DESIGN PROJECT

Habit | UX Designer

MAY 2022 - Current

Creating mobile app that help you develop good routines and share with friends

30 Challenges | UI Designer

NOV 2021 - JAN 2022

- Designed a mobile app(IOS/Android) for helping people motivate to build good habits
- UI design, created in-app icons and graphics

Runnow | UX Designer

AUG - DEC 2021

- Designed UI & UX in collaboration with engineer team
- Gathered and evaluated user requirements by user research
- Led the research, interviews, wire-framing, usability testing and iterated design

USED | UX Designer

APR - SEP 2020

- Worked on a mobile app(Android) for searching and selling used books in Korea
- Carried out user research through targeted interviews and user testing
- 30K+ downloaded without promotion and got positive reviews on Play Store (4.3)

WORK EXPERIENCE

Freelancer | UX Designer

SEP 2020 - Current

Designing app pages, web pages, presentation

Kolon | Senior Designer

SEP 2011 - JAN 2018 | Seoul, Korea

- Developed seasonal themes in line with marketing strategy — grew monthly sales by 21%
- Renewal project by analyzing customer behaviors & experiences — Customer Satisfaction +11%
- Trained 90+ sales staff in product features and display tip

Eland China | Visual Merchandiser

JAN 2008 - NOV 2010 | Shanghai, China

- Executed merchandising strategies every season using visual displays throughout retail shops in China (230+ shops)
- Refined shop environment based on analyzing Chinese customers shopping behaviors and shopping journey.
- Educate 80+ sales staff in product features and VM seasonal guide

Eland | Junior Visual Merchandiser

JAN 2004 - DEC 2007 | Seoul, Korea

- Worked with the marketing team to integrate displays with campaigns and increased 18% Sales
- Established the manual based on the flow of traffic in store to ensure 80% more visibility of displays
- Recycled displays that reduced waste output by 37%