JOHYEON LEE

UX/UI | Product Designer

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EDUCATION

University of Waterloo

2023 graduate

Bachelor of Arts in Honours English, Digital Arts Communication minor

President's Scholarship of Distinction
People's Choice Awards - TechArt

SKILLS

Product Design
Branding
Visual Design System
User Research
Journey Maps
Low/High-Fi Wireframes
Prototyping
Usability Testing

TOOLS

Figma
Sketch
Adobe Creative Suite
Framer
VS Code
HTML
CSS
JavaScript

PROJECTS

AURA, *concept mvp*   May 2025

· Led the end-to-end design of a mobile app that helps Gen Z users explore, record, and reflect on exhibitions to build their visual taste

· Collaborated with a team of four designers to conduct user research, develop the information architecture, and build the complete UX/UI and visual design system

· Conducted usability testing and yielded an NPS of 8.7 with users responding positively to the app's intuitive navigation and emotional resonance

DHL Website Renewal, *ux design*   Nov 2023

· Redesigned the current DHL website using Adobe XD

· Prioritized responsive web design principles and applied strategic constraints for seamless user experiences across diverse platforms

· Integrated custom icons and design elements to enhance the visual appeal and functionality of the current website

WORK EXPERIENCE

Korea Beauty Vocational Education Institute   Sep 2020 - Aug 2021
UI/Graphic Designer   Seoul, Korea

· Designed dynamic and interactive website that ensure high quality user experience

· Developed ideas through all the stages to help generate user-friendliness for the final product

· Re-designed outdated certificate templates to display consistency in each issue of the institute

Raymond James Ltd.   Sep 2019 - Dec 2019
Web Developer   Toronto, Canada

· Managed a high-traffic corporate website and other major sites based on Sitecore and SharePoint platform

· Implemented dynamic and interactive websites ensuring valuable user experience

· Actively participated in weekly meetings by discussing some drawbacks of current system and suggesting new solutions

Maple Leaf Foods Inc.   Jan 2019 - Apr 2019
Digital Designer   Mississauga, Canada

· Operated an internal brand design project which provides several options for poster/banner/social media templates and making a video intro ensuring brand consistency

· Proposed design solutions and improved user experience for iOS mobile applications in use

· Created a style guide for using PowerApps reflecting the revised visual identity guidelines