

Seul Lee

Product Designer

leeseul.com

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27seul.lee@gmail.com

An ambitious product designer with passion for creating meaningful and intuitive designs.
Seeking to make people's lives easier with empathy through holistic user-friendly experiences.

Education

University of Waterloo

Bachelor of Global Business and Digital Arts, Honours (BGBDA)
Jun 2018

Queensland University of Technology

Exchange Program in Brisbane, Australia
Jan - Jun 2017

Honors

- Honours Dean's List
- uXperience Design Camp 2017: 2nd Place
- Experiential Education Certificate (EDGE)
- Global Experience Certificate (GEC)
- University of Waterloo Merit Scholarship

Tools & Skills

Design Tools

InVision
Sketch
Adobe CC Suites
Framer
Blender

Development Skills

HTML
CSS
JavaScript
jQuery
PHP
MySQL

Interpersonal Skills

Detail-oriented
Communicative
Collaborative
Initiative
Responsible

Languages

English (Fluent)
Korean (Native)

More about me ...

 ca.linkedin.com/in/27seullee

 dribbble.com/leeseul

 github.com/Seul-L

Experience

UX Designer Focus21 Inc.

Jun 2017 - Current

Kitchener, ON

- Took ownership of creating a kidney stone treatment simulator from inception to delivery as a UX designer by creating seamless user experience and user-interface
- Efficiently communicated with clients through wireframes, prototypes, and mock-ups to ensure design decisions of the product in the remote environment
- Designed a developer-friendly style-guide for easier communication with developers and its template was implemented in other projects throughout the company
- Successfully launched simulator on time in September 2017 and received recognition from clients for intuitive design

Projects

Full-stack Designer University of Waterloo

Sep - Dec 2017

Stratford, ON

[Project: inSource](#)

(A service to break down communication barriers between management and employees to uncover and solve the unique problems that they face on a day-to-day basis)

- Developed a service to improve wellbeing at a workplace by taking a role as a full-stack designer
- Led software development team while assisting UX research and creating wireframes with Sketch program
- Hand coded the frontend and backend of the main website from scratch by utilizing HTML, CSS, JavaScript, jQuery, PHP and MySQL
- Successfully pitched business case and delivered service prototype on time

UX Design Lead uXperience Design Camp

Nov 2017

Stratford, ON

[Project: Stratford favours](#)

(A mobile application to reduce congestion and enhance navigational experience in Stratford to be efficient and convenient by applying a rewards system)

- In charge of walk through of design methodology steps as a sprint master
- Led the team of 4 young designers and 1 engineer to develop an app from commencement to execution of a prototype
- Created wireframes and high fidelity prototypes with Sketch program and inVision
- Received 2nd place award in uXperience Design Camp 2017

UX/UI Designer Queensland University of Technology

Jan - Mar 2017

Brisbane, Australia

[Project: SOS My Friend](#)

(A mobile application to promote mental health wellbeing and to support people who have their loved ones suffering from a mental illness)

- Conducted preliminary research and in-depth interviews with health professionals
- Utilized design thinking methodology to come up with a solution
- Created wireframes, low fidelity and high fidelity prototypes with Sketch program
- Developed business plan and proof of concept promo video

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Interests

Horse riding, skiing, painting, drawing, crafting,
coffee brewing, cooking

UX/UI Designer Hack The North 2016

Sep 2016

Waterloo, ON

Project: DyslexiLens

(A mobile application design for dyslexia people. It reads text in real-time and re-displays the dyslexia formatted version on the screen)

- Participated in the Canada's largest hackathon at University of Waterloo with other 1000 participants from all around the world
- As a team, completed developing and designing a mobile application in 36 hours
- Played critical role as a UX designer under time-sensitive environment by conducting initial design research, creating holistic user experience and user-friendly interfaces
- Created wireframes, prototypes and user flows of the mobile application
- Delivered a 2-minute pitch with a prototype demo

Involvement

Event Management Department Lead, VP AKCSE

Sep 2016 - Dec 2016

(Association of Korean-Canadian Scientists and Engineers)

Waterloo, ON

- In charge of coordination of Event Management Department.
- Responsibilities as a VP and a Event Management Department lead includes: making the final decision of the department, holding department meetings, monitoring all club correspondence, ensuring event related coordination, overseeing the duties of the Treasurer, keeping track of finance reports and undertaking duties of the President in his absence
- Trained and turned over role to successor for Winter 2017 semester

Business Consultant UW Global Business Brigades

Aug 2016

Ipeti Embera, Panama

- Participated as a volunteer in the 1st UW Global Business Brigades with 15 other Global Brigades volunteers
- Provided micro-enterprise counseling and trained a business client on business fundamentals, and developed the ASTUTO goals -the Spanish version of SMART goals- for financial literacy workshop
- Educated the community especially about financial planning assistance, strategic investment and personal banking services by holding financial literacy workshops
- Developed community bank and invested as a stakeholder
- Continuously receiving reports from Panama that the business is growing rapidly

SJRH Volunteer Horizon Health Network

May 2013 - Jul 2015

(Saint John Regional Hospital)

Saint John, NB

- Volunteered in various roles in different departments such as patient library program, Auxiliary's gift Shop, escort/greeter program, recreation program

Volunteer St. Joseph's Healthcare Foundation

Jul 2015

Saint John, NB

- Volunteered at 100th Anniversary Party with the Cathedral by assisting the set up and cleaning, providing foods, drinks, and blankets to patients