

# Seul Lee

User Experience Designer

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I'm an **ambitious, value-driven, user experience designer** who wants to solve problems and create solutions that make a positive impact on people's lives.

For more details, visit my LinkedIn: [linkedin.com/in/27seullee](https://www.linkedin.com/in/27seullee).

## WORK EXPERIENCE

Aug 2019 - Present

Design.local | Waterloo, ON, Canada

### Design.local

Co-founder | Waterloo, ON, Canada

Co-founder and a contributor at Design.local where its mission is to bring skilled people together to **collaborate** with organizations, governments and other designers to build stronger community.

[designdotlocal.ca](https://designdotlocal.ca)

Jul 2018 - Oct 2019

Focus21, Inc. | Kitchener, ON, Canada

### User Experience Designer

**Conducted user research and task based usability testings.** Delivered customized **user-centric design solution** for multiple projects. Collaborated with engineering team and other designers in an Agile environment and delivered prototyped design mockups.

**Co-led a project team of 6 as a product owner**, created product roadmap, managed product backlogs and efficiently delegated work for appropriate team members while delivering design deliverables as a UX designer.

Sept 2017 - Jul 2018

Focus21, Inc. | Kitchener, ON, Canada

### Freelance User Experience Designer

Facilitated client meetings, guided design intern and collaborated in the project planning, **defined problem space and created wireframes**. Converted desktop design into mobile design to **support responsiveness** of the website and collaborated with other designers remotely.

Jun 2017 - Sept 2017

Focus21, Inc. | Kitchener, ON, Canada

### User Experience Design Intern

Assisted with facilitation of a design discovery session and **created the style guide, personas, user journey maps and wireframes** as design deliverables.

**Initiated the usage of the style-guide and components** for easier communication with engineers and designers and its process was implemented throughout various projects in the company.

Jul 2016 - Feb 2017

MapleKey Pods | Waterloo, ON, Canada

### Visual Designer

Designed and delivered a purpose-specific logo, business cards and marketing materials. **Sketched and conceptualized designs** before transferring to a design software. **Executed user-centered website designs** while maintaining consistent feel and brand in partnership with a front-end developer.

## SKILLS & TOOLS

*UX Design.* User research, Usability testing, Wireframing, Prototyping

*Visual Design.* Data Visualization, Sketch, Figma, InVision, Adobe Creative Suite

*Web Development.* HTML, CSS, JavaScript, Git

*Collaborative, Organized, initiative and Logical.*

*Fluent in English and Korean.*

## INVOLVEMENT

Aug 2018 - Present

Meetup & Volunteering

### **UX Book Club KW**

Member | Waterloo, ON, Canada

Reading design related books and participating in leading sessions, discussions and workshops with Kitchener-Waterloo practitioners once a month.

[meetup.com/UX-Book-Club-KW](https://www.meetup.com/UX-Book-Club-KW)

Nov 2017

Design Camp & Award

### **uXperience Design Camp**

Team Lead | Stratford, ON, Canada

Led the team of 5 and utilized Google design sprint methodology for an intensive 1-day design challenge. **Received the 2nd place award in uXperience Design Camp.**

Sept 2016 - Dec 2016

Volunteering

### **AKCSE (Association of Korean-Canadian Scientists and Engineers)**

Event Management Department Lead, VP | Waterloo, ON, Canada

In charge of the Event Management Department, making final decisions, overseeing work, and undertaking duties of the President in his/her absence.

Aug 2016

Volunteering

### **UW Global Business Brigades**

Business Consultant | Ipeti Embera, Panama

Participated as a volunteer in the 1st UW Global Business Brigades with 15 other Global Brigades volunteers in Panama. Provided micro-enterprise counselling, trained clients on business fundamentals, ran financial literacy workshops, developed and invested in community bank as a stakeholder.

## EDUCATION

Sept 2013 - Jun 2018

### **University of Waterloo**

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

Dean's Honours List, Experiential Education Certificate, Global Experience Certificate, Merit Scholarship

Feb 2017 - Jun 2017

### **Queensland University of Technology**

Exchange Student Program in Brisbane, Australia

## INTERESTS

*Reading.* Psychology, Design, Business, Mystery, Self-enlightenment, Humanities

*Arts & Music.* Crafting, Painting, Embroidery, Lo-fi Music, Indie Music

*Volunteering.* Hospitals, Community, Second-hand Shops, Soup Kitchen