Yeji Lee

Product Designer

with 5 years of experience

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EDUCATION

KTH Royal Institute of Technology

2022 - 2024 | Stockholm, Sweden

Master of Science, Interactive Media Technology

Sogang University

2017 - 2021 | Seoul, Korea

Bachelor of Arts and Science, Art & Technology

Bachelor of Arts, Psychology

Magna Cum Laude

HONORS & AWARDS

2022 KTH Scholarship, Full Tuition

2022

1st Place @MIT Hacking Arts

2019

Best UI/UX Design @SharkHack

2019

SKILLS & TOOLS

Design

- Figma, Adobe Suite, ProtoPie, Framer, Cinema 4D, Blender
- Wireframing, Rapid Prototyping, Information Architecture

Research

- Usability Testing, A/B Testing
- User Interviews, Survey Design
- Design Workshop, Sprints
- Explorative & Competitve Analysis

Programming & Data Analysis

- HTML, CSS, JavaScript
- R, Python, SAS
- Beausable, Google Analytics

WORK EXPERIENCE

UX Design/Research @Polestar

2024 | Gothenburg, Sweden

- Led the design of AR-driven in-car experiences, creating immersive and user-centered environments aimed at enhancing user well-being.
- Delivered design specs, research insights, and high-fidelity prototypes, influencing Polestar's strategic design direction and next-gen products by presenting to senior executives.

UX Designer @Google, YouTube Shopping

2023 | London, United Kingdom

- Designed user-centric and brand-centric interactions for YouTube Shopping that drove key business metrics, optimized the customer journey across the lifecycle, and contributed to Google & YouTube's design system.
- Led cross-functional design workshops and collaborated with user researchers to translate insights into design improvements.
- Transformed concept sketches into high-fidelity prototypes using Figma, driving contributions to YouTube's long-term product roadmap.

Freelance Product Designer @Various Clients

2022 - 2023 | Seoul, Korea / Stockholm, Sweden

- Led UX strategy and design for startups in various industries, delivering user research, wireframes, and prototypes.
- Facilitated stakeholder workshops to align goals with user needs, driving customer experience improvements and translating insights into actionable designs.

Full Stack UX Professional @WooltariUSA

2021 - 2022 | Seoul, Korea

- Spearheaded the design of a multilingual e-commerce platform, driving a 261% revenue increase and 60% growth in user registration.
- Led UX research and A/B testing initiatives to optimize customer journeys, resulting in a 17.8% boost in returning customers.
- Partnered with product managers, marketers, and engineers to deliver scalable, accessible design solutions aligned with WCAG guidelines.
- Performed QA for front-end development, directly editing and optimizing code using HTML, CSS, and JavaScript to ensure high-quality interfaces.

UX/UI Designer @Cheil Worldwide (Samsung Group)

2020 | Seoul, Korea

- Designed AR/360 viewer tools for Samsung Electronics, enhancing digital retail experiences with innovative user interaction tools.
- Consulted on UX strategy and execution for Samsung's global e-commerce platforms, ensuring scalability and a cohesive user experience across devices and markets.

Lead Product Designer @S-SHO

2019 - 2021 | Seoul, Korea

- Co-founded and led the design of two e-commerce platforms, creating user-centered experiences that significantly increased user satsifaction.
- Led UX research, prototyping, and iterative design processes, taking products from concept to launch.
- Facilitated design workshops with stakeholders, driving alignment between business goals and user experience strategies.