

# Yeji Lee

Multidisciplinary UX Designer with 6 years of Experience  
Specializing in Scalable Product/UX Design + Strategy & AI

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## EXPERIENCE

### Trustrace | UX Designer Stockholm, SE / Jul 2025 – Present

- Lead UX design for an AI-powered SaaS platform that helps companies improve productivity and meet sustainability compliance requirements.
- Partner with Product, Engineering, and Sales to develop AI-driven product development workflows that improve efficiency and collaboration.
- Lead end-to-end design projects while mentoring UX designers.
- Drive the design system initiative to ensure consistency, scalability, and design quality across the product.

### Polestar | UX Designer, co-op Gothenburg, SE / Jan 2024 – Jul 2024

- Designed human-centered in-car experiences promoting user well-being.
- Delivered thorough user research, design specs, and high-fidelity prototypes, contributing to strategic design roadmaps for next-gen EVs.
- Collaborated cross-functionally with product teams to ensure technical feasibility and user needs alignment.

### Google | UX Designer, internship London, UK / Jun 2023 – Sep 2023

- Led two major projects enhancing YouTube shopping experiences and contributing to YouTube & Google's broader design systems.
- Produced high-fidelity prototypes and design artifacts that supported cross-functional alignment and informed strategic design directions.
- Facilitated XFN design workshops and collaborated with UX researchers to conduct research and translate insights into design improvements.

### WooltariUSA | UI/UX Designer Seoul, KR / Feb 2021 – Mar 2022

- Led end-to-end design for multilingual e-commerce platform (+261% revenue, +60% user registration).
- Led A/B testing initiatives to optimize the user experience, leading to a 21% decrease in bounce rate and 17.8% increase in returning customers.
- Partnered with developers for WCAG-compliant, scalable designs and performed front-end optimizations using HTML, CSS, and JavaScript.

### S-SHO | UX Designer Seoul, KR / Jul 2019 – Jun 2021

- Led design team of 5 on end-to-end design for two digital commerce platforms, driving early user acquisition and platform growth.

## EDUCATION

### MSc, Interactive Media Technology Stockholm, SE

KTH Royal Institute of Technology

### BAS, Art & Technology / BA, Psychology Seoul, KR

Sogang University

## FREELANCE WORKS

Mar 2022 – Jul 2025

### Pokamind (KTH Holding AB)

Designed AI-powered mental health startup & established UX function of the team.

### Curady

Designed end-to-end UX of a personalized learning platform.

### Budify

Led redesign efforts for a travel-tech startup, improving usability and increasing MAU by 40%.

## SKILLS & TOOLS

UX Design · Visual & Interaction Design · Prototyping · UX Research · Product Strategy · Cross-functional Collaboration

Figma · Protopie · Framer · Adobe Suite · Cursor · Lovable · Front-end Development (HTML/CSS/JS)

## AWARDS

KTH Full Scholarship Award

1st Place: MIT Hacking Arts, MIT

Best UI/UX Design: Sharkhack, Simmons University

## CERTIFICATIONS

Interactivity with Javascript (Coursera)

Foundations of User Experience Design (Google, Coursera)

## COMMUNITY

KTH Innovation -Startup Hub  
Communication Assistant (2023)

Art & Technology Conference  
Web Team Lead (2021)