

Wonjoo (Emily) Lee

SKILLS

Core Skills

UX Design, Product Design, Interaction Design, Responsive Design, Design Strategy, Project Leadership, User Research & Testing, Prototyping, Design Systems, Figma, Sketch, Adobe Creative Suite

ACHIEVEMENTS

Indigo Awards (2022)

Won **9 awards** for the *ALLergy* project, including **Gold (Mobile App)** and multiple Silver and Bronze recognitions across UX, interface design, branding, and digital design categories.

International Design Awards (2023)

Honorary Mention for *WonderBudi*, *ALLergy*, and *Divvy* across Design for Society and Product Design categories.

SCAD Startup Competition (2022)

Fan Favorite Award for a startup project recognized by audience voting.

EDUCATION

Savannah College of Art and Design

08/2018 - 06/2022 Savannah, Georgia

Bachelors in User Experience Design and Graphic Design

- Graduated Summa Cum Laude

UX Designer | Product Designer

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SUMMARY

UX designer with 4 years of experience translating complex problems into clear, user-centered solutions. Brings a hands-on approach to design and strategy, with experience leading design initiatives and partnering cross-functionally.

EXPERIENCE

UX Designer III

10/2022 - Present

Irvine, California

Willow Laboratories

End-to-end UX ownership for core product initiatives

- Led the end-to-end UX design of a major product facelift, redefining core user flows and visual language and contributing to a successful product launch.
- Owned design execution from early concepts and wireframes through high-fidelity mockups and prototypes, ensuring clarity, usability, and alignment with product goals.
- Partnered closely with product managers, engineers, and stakeholders to define project requirements, align on scope, and ensure design feasibility through implementation.
- Managed multiple projects in parallel, coordinating timelines, priorities, and dependencies to meet tight deadlines while maintaining design quality.
- Planned and conducted user testing to validate design decisions, incorporating feedback to improve usability and overall user experience.
- Built and maintained a scalable design library with reusable components and guidelines, improving consistency and efficiency across the product.

UX Designer

09/2022 - 10/2022

The Profero Group, LLC

Newtown, Pennsylvania

UX design contributions across client engagements

- Supported the development and execution of UX and visual design concepts across multiple client projects, contributing to cohesive, user-centered solutions aligned with client goals.
- Facilitated UX workshops to introduce design thinking principles, educate teams on UX best practices, and demonstrate how user-centered design could be applied to active products.

UX Designer & Researcher

03/2021 - 05/2021

Deloitte Digital x SCADpro

Savannah, Georgia

UX research and concept design for creative commerce

- Collaborated with Deloitte Digital to design innovative concepts exploring the future of creative commerce, grounded in user research and industry insights.
- Led the development of UX design concepts, translating research findings into clear user flows, interaction models, and experience frameworks.
- Designed and executed user testing strategies to evaluate concept effectiveness, gathering qualitative feedback to inform iterative improvements.
- Synthesized research insights into compelling design narratives and presented concepts and recommendations to stakeholders, communicating value and design rationale.
- Contributed to cross-disciplinary collaboration with designers, researchers, and industry partners to align solutions with business and user needs.

User Experience Intern

01/2021 - 02/2022

Pentabreed

Seoul, South Korea

UX research and UI design support

- Conducted competitor analysis for a Smilegate project, evaluating usability, content structure, and visual effectiveness to inform website improvements.
- Supported UI design for the Hyundai Card mobile app, contributing to interface layouts and visual refinements aligned with brand guidelines.
- Assisted in the redesign of Pentabreed's web UI, supporting layout updates and visual consistency across key pages.

UX Team Lead & Research Lead

09/2020 - 11/2020

Coca-Cola x AMC Theatres x SCADpro

Savannah, Georgia

UX lead for in-theater experiences

- Led UX research initiatives in collaboration with Coca-Cola and AMC Theatres to explore opportunities to redesign and enhance the in-theater experience.
- Defined research goals and methods to uncover customer behaviors and engagement drivers, translating insights into actionable design opportunities.
- Developed and presented five experience concepts aimed at increasing customer loyalty, participation, and Coca-Cola product sales.
- Connected user insights to business objectives, ensuring proposed solutions aligned with both customer needs and brand goals.