

EMILY, WONJOO LEE

UX Researcher | Product Designer | Graphic Designer

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Education

Savannah College of Art and Design, Savannah, GA.

Major: BFA in User Experience
Minor: Graphic Design
Expected Graduation: May 2022
Deans List • Fall 2018- Present
Academic Honors Scholarship
SCAD Achievement Honors Scholarship

Skills

Research	Flexibility
Communication	Leadership
Organization	Work Ethic
Time management	Creativity
Collaboration	Patient
Problem Solving	Planning
Critical Thinking	

Design and Research Skills

User Interviews	Card Sorting
Data Synthesis	Tree Testing
Data Analysis	Affinity Diagrams
Usability Testing	Data Visualization
Competitive Analysis	Storyboarding
Top Task Survey	Workshop Facilitation

Programs

Abode Photoshop	Dreamweaver
Abode Illustrator	Arduino
Abode InDesign	JavaScript
Figma (Software)	ProCreate
After Effects	Processing
Rhino	Microsoft Office
Keyshot	

Languages

English (native)
Korean (native)
Spanish (conversational)

Experience

SCADpro x Deloitte. • March - May 2021

SCAD is collaborating with Deloitte to research and develop concept of the Future of Creative Commerce. My role in the UX and research team was coordinating all the interviews, research methods, and ideation process, and developing the storytelling strategies.



Pentabreed. • January - February 2021

As an user experience intern, my role was to conduct competitor analysis for a project with Smilegate and assisted in redesigning the web user interface for Pentabreed.

SCADpro x The Coca-Cola Company/ AMC • September- November 2020

SCAD is collaborating with Coca-Cola and AMC to research and develop concepts to redesign the in-theater experience. My role for this project was the research lead and the UX team lead. Our team organized all plans for secondary and primary research, and analyzed all data for presentations. Also, I introduced a new rewards program concept to AMC.

Leadership

Student Ambassador, SCAD. • April 2019 - Present

The SCAD Student Ambassador program is a leadership organization for current SCAD students interested in promoting the college through interaction with prospective students. I serve as a college host for prospective students and their families throughout the year, helping to answer questions and assist visitors from a student's perspective. I also advised International students specifically to consult them with their process of application and through the first weeks of school.

Vice President of Korean Student Association. • April 2019 - July 2021

Our club's goal is to create a closer community amongst all Korean students and assist new students. To do so, we organize orientations, info sessions, and numerous events. As the vice president, I operated all meetings, arranged all future plans, retained members and maintained regular communications.

International Student Assistant, SCAD • April 2019 - September 2020

Trained student leader who aid students and parents during the orientation. I share my story and extensive knowledge about the school to help SCAD students adapt well to the new school life.

Achievements

SCAD StartUp 2022 Fan Favorite Award. • February 2022