Myungki Lee

www.myungkilee.com

EXPERIENCE

RespShop

2023 - Present
WA, United States

UX Designer

At RespShop, a medical e-commerce platform, I'm continuously redesigning outdated designs through user journey analysis and strategic updates, emphasizing high conversion rates and an engaging user interface.

Kismet & Curate.

2021 - 2022
Toronto, Canada

UI/UX + Graphic Designer

UI/UX
- Redesigned a demand-side platform(DSP) SaaS to be intuitive in considering both functional and aesthetic usability while resolving the existing UX issues on the platform
- Created a product launch landing page

Branding & Graphic
- Built a new logo and brand guideline for Kismet
- Produced marketing collaterals to look more professional and compelling. This included a pitch deck, one-pager, social media post, and email newsletters.

Impactrio

2020
Toronto, Canada

UI/UX + Graphic Designer

UI/UX
- Built a SaaS MVP design for social impact measurement platform, incorporating gamified features to increase user engagement. This included final prototypes and UI library.

Branding & Graphic
- Built a new branding identity
- Redesigned a landing page along with a new brand guideline

FOR C&C

2015 - 2017
Seoul, South Korea

Web UI Designer

Designed and customized our enterprise intranet solution to optimize the platform for the client's system

Freelance

2015 - Present

Graphic Designer

Designed digital graphic materials and brand logos to build a new visual identity that aligned with the client's mission, core values, and brand personality, from a non-profit organization to a digital service. This included creating a new logo, color palette, and visual style guidelines

CONTACT

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ABOUT

I'm an experienced product designer working across web & mobile UI, branding, and traditional graphic design.

SKILLS

Web & Mobile Design

Low to High Wireframing

Prototyping

Logo Design

Marketing Collateral

Basic understanding of HTML & CSS

DESIGN TOOL

Figma
Sketch
Invision
Adobe XD
Adobe Photoshop
Adobe Illustrator
Canva

EDUCATION

Interactive Media Management

Centennial College | 2019 - 2020
Post-Graduate

Communication

Myongji University | 2010 - 2015
Bachelor Degree