

# Myungki Lee

 [www.myungkilee.com](http://www.myungkilee.com)

## EXPERIENCE

### Kismet & Curate.

#### UI/UX Designer

2021 - 2022  
Toronto, Canada

UI/UX

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

Branding & Graphic

- Built a new logo and brand guideline for Kismet
- Created static media banner ads and social story ads for clients

Marketing Collateral

- Produced designs for a pitch deck, one-pager, social media creative, and email newsletters
- Improved outdated visual materials to look more professional and compelling
- Created a booth artwork and banner for trade shows

### Impactrio

#### UI/UX Designer

2020  
Toronto, Canada

UI/UX

- Built a SaaS minimum viable product (MVP) design for social impact measurement platform, incorporating gamified features to increase user engagement
- Developed UI components library for a UX team

Branding & Graphic

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

### FOR C&C

#### Web UI Designer

2015 - 2017  
Seoul, South Korea

Designed and customized our enterprise intranet solution to optimize the platform for the client's system and work environments as a UI designer

### Freelance

#### Graphic Designer

2015 - Present

Designed 20+ artworks 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, typography, and visual style guidelines

## CONTACT

mkimay.lee@gmail.com  
linkedin.com/in/myungki-lee  
North York, ON, M2N 7G6

## ABOUT

I'm an experienced UI/UX 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

## EDUCATION

### Interactive Media Management

Centennial College | 2019 - 2020  
Post-Graduate

### Communication

Myongji University | 2010 - 2015  
Bachelor Degree