Seora Lee

UX/UI Designer

Driven by a passion for resolving the root causes of everyday problems, providing them as human-centric experiences.

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WORK EXPERIENCE

Global Solutions Team
FEB 2024 - PRESENT

UX/UI Designer

- Led the Ticketmaster Travel self-serve hotel management flows, enabling users to manage their hotel bookings easily while enhancing efficiency for the fan support team.
- Enhanced the American Airlines point redemption experience, allowing users to earn and redeem points more effectively and with greater flexibility.

Happly.Ai
JUL 2023 - SEP 2023

UX/UI Design Intern

- Enhanced the user flow for assigning grant work to team members, reducing clicks and simplifying navigation
- Participated in design reviews, presenting proposed design explorations and ideas to the teams, and provided feedback with a cross functional team.

Rain or Shine
JUL 2023 - SEP 2023

UX/UI Designer / Graphic Designer

- Designed responsive website layouts tailored to clients' needs, creating UI components within an established design system, prioritizing product visibility, executing high-fidelity designs, and delivering final assets to developers
- Developed and refined responsive layouts using HTML and CSS, ensuring optimal performance and compatibility across devices

EDUCATION

Humber College
JAN 2022 - SEP 2023

Multimedia Design and Development

- Applied user research to solve complex problems, leading to solutions.
- Iteratively improved products and identified key problem areas.
- Contributed to redesign efforts across multiple platforms, enhancing user flow and optimizing visual hierarchy.

Suwon Women's University
JAN 2013 - SEP 2016

Fashion Design

- Hand-sketched initial design and iterated them physically.
- Researched customers and tested fabric materials based on research.
- Learned how to structure clothes properly and apply creative thinking and ideas to clothes.

SKILLS

Interaction Design,   User Research,

Wireframing and Prototyping,   User Flows

User Interview,   Usability Testing,

TOOLS

Adobe creative suite,   Figma,   Framer,

Protopie,   Miro,   HTML/CSS,

Basic JAVASCRIPT