Jiin Lee

Product Designer

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Professional Summary

Building elegant solutions to complex product problems

Product Designer with 3+ years of experience delivering end-to-end mobile and web experiences. Proven track record across fintech (B2B) and wellness SaaS (B2C), designing complex user flows, design systems, and high-fidelity prototypes. I bring strategic UX and service design thinking and AI-driven workflows across the product lifecycle, turning ambiguous problems into clear, scalable solutions.

Education

Munster University
2025.09 ~ 2026.10
Cork, Ireland
Master of Science
in UX and Service Design

Experience

Product Designer (UX/UI)
2023.12 ~ 2026.01
Rome, Italy (Remote)
BOK Healthcare / Full-time

- Design lead and sole designer for a B2C AI wellness SaaS, owning visual/ brand language from UX/UI to marketing across mobile and web
- Built and maintained the design system from scratch, ensuring UI consistency across the product
- Partnered with product and engineering to align initiatives with user needs, business goals, and technical constraints
- Iterated on high-fidelity prototypes through usability testing to sharpen product-market fit
- Extended design into the physical layer, from product packaging to hardware, bridging digital and industrial design

Product Designer (UX)
2022.05 ~ 2023.06
Seoul, Korea
M4A / Full-time

- Designed the information architecture, storyboards, wireframes, and prototypes for Hana Bank's B2B corporate banking web and app
- Aligned design direction with the client and cross-functional teams while ensuring technical feasibility
- Ran competitor benchmarking and UX research to map market trends and user behavior
- Identified user pain points from data and research, proposing UX solutions that improved task completion

Sales Specialist
2020.05 ~ 2021.07
Auckland, New Zealand
MegaTEL / Full-time

- Generated leads via online marketing and sales calls; ran and managed a field sales team
- Planned marketing campaigns and ran A/B testing and UX writing to grow engagement.
- Produced PR materials and brochures.

Marketing Coordinator
2016.01 ~ 2018.12
Honolulu, USA & Incheon, Korea
MKO Corporation / Full-time

- Managed on/offline brand marketing events and influencer partnerships
- Created and managed social media content, and produced reports
- Wrote editorial and designed layouts for tourism magazines
- Translated product materials (EN→KO) and supported sales proposals

Soft Skills

I am
Proactive
Collaborative
Empathetic
Adaptive
Resilient

I speak
English
Korean

Hard Skills

UX Strategy
UX Research
Service Design
Information Architecture
User Journeys
Usability Testing
Prototyping
Wireframing
Design Systems
Accessible Design
Responsive Design
Storyboarding
AI-augmented workflows

Licenses & Certifications

AI Capabilities and Limitations
2026.05
Anthropic

AI Fluency: Framework & Foundations
2026.05
Anthropic

Brain Science in Interface Design
2024.08
The Interaction Design Foundation

AI : Ethics & Societal Challenges
2023.07
Lund University

Accessibility & Inclusive Design
2022.09
Uni. of Illinois Urbana-Champaign

Google UX Design
2021.10 ~ 2022.05
Google

Tools

Figma
Rive
Lottie
Adobe After Effects
Adobe Photoshop/Illustrator
Zeplin
Sketch
Adobe XD
HTML/CSS
AI-assisted tools