

JAYLYNN LEE

jaylynnlee.com

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EXPERIENCE

Tricycle Care **Product Designer**

Jul 2023 - Present New York, NY

Led end-to-end UX design for a P2P childcare app, creating service blueprints, user flows, wireframes, and prototypes; collaborated with an agile team to develop a business plan through user research

Tzumi Innovations **Graphic Designer**

Sep 2023 - Present New York, NY

Led branding and packaging design for 20+ brands, including private and licensed brand such as Spyder and Quiksilver; designed presentations and pitched to major retailers like Walmart and TJMaxx

Parsons School of Design **Web Design Assistant**

Apr 2022 - Aug 2022 New York, NY

Collaborated with 2 designers to redesign capstone project website by revamping information architecture and created visual identity of the Spring 2022 symposium

The Drivers Cooperative **Design Researcher**

Jan 2022 - Jun 2022 New York, NY

Led a design consulting project to reduce onboarding drop-off rates by conducting user interviews, usability testing, and delivering user-centered design strategies and redesigned visual interfaces

Amuse Travel **UX/UI Designer**

Sep 2020 - Apr 2021 Seoul, Korea

Redesigned website by collaborating with developers using agile workflow, resulting in improved conversion rates; worked with marketing team to design a new travel package and led visual design

World Smart Sustainable Cities **Organization(WeGO)** **Design & Communications Intern**

Jan 2020 - Jul 2020 Seoul, Korea

Designed visual identities and print materials for WeGO's 5th GA; created motion graphic video to promote new tools and templates for website and social media platforms

EDUCATION

Parsons School of Design **MFA Transdisciplinary Design**

2021 - 2023 New York, NY

GPA: 4.0/4.0

Relevant Coursework: Design-Led Research, Thinking Design this Century, Data Vis & Info Aesthetics, Design Writing

Honors: Student Research Award, Merit Scholarship

Ewha Womans University **BFA Painting** **BBA Business Administration**

2014 - 2019 Seoul, Korea

GPA: 3.44/4.3

Relevant Coursework: Consumer Behavior Analysis, Marketing Research, Management Innovation and Information Technology

Honors: Vision Scholarship for the Arts and Physical Education, Leadership Scholarship

CERTIFICATION

Coursera **Google UX Design**

2024 Online

Relevant Coursework: Foundations of UX Design, Build Wireframes and Low-Fidelity Prototypes, Create High-Fidelity Designs and Prototypes in Figma, Build Dynamic UI for Websites

SKILLS

UX Design

User Interviews, Surveys, User Flows, Journey Maps, Information Architecture, Wireframes, Prototypes, Usability Testing, UI Design, Design Systems, HTML/CSS, Style Guides

Graphic Design

Brand Identity & Guidelines, Print Design, Digital Design, Presentation Design, Packaging Design, 3D Rendering

Soft Skills

Cross-Functional Communication, Strategic Thinking, Systems Thinking, Teamwork, Problem-Solving, Attention to Detail

Tools

Figma, Adobe Creative Suite(Photoshop, Illustrator, Premiere Pro, After Effects, InDesign), Microsoft Suite, WordPress, Google Analytics, Blender, KeyShot