Hi, I'm Juhyung Lee. You can call me Juno.

profile

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Senior product designer with 10+ years across Amazon and Samsung, combining interaction design, visual craft, and hands-on prototyping to turn complex constraints into shippable experiences. At Fire TV, I led next-generation Search, Live Player, and sports discovery, including Live Player experiences supporting 100M+ devices in 60+ countries. My work spans multimodal interaction, accessibility, localization, and small-screen design.

education

Ewha Womans University

BFA, Korean Painting
Double Major in Interaction Design

skills

Product Design · Interaction Design · Visual Design · Prototyping · Information Architecture · Accessibility · Localization · Multimodal Interaction · User Research · Usability Testing · Figma · FigJam · ProtoPie · Framer · Adobe Creative Suite

experience

Amazon · Senior UX Designer Apr 2022-Present

SEARCH

- Led and solely designed Fire TV's next-generation Search across typed input, localized keyboards, voice, and Alexa+, for a text-search path representing **~35% of Search traffic**.
- Raised Search ease-of-use ratings from **43% to 67%** in usability testing while **eliminating observed task failures**.

LIVE PLAYER

- Led UX and authored core prototypes for Fire TV's next-generation Live Player, supporting **202M monthly viewing hours across 100M+ devices in 60+ countries**.
- **Unblocked the launch of a reduced-button remote** by moving essential playback actions from hardware and hidden menus into selectable onscreen controls across device configurations.

SPORTS

- Designed a reusable sports discovery model that scaled Fire TV's FIFA World Cup experience across **104 matches and 9 markets**, spanning live, upcoming, replay, favorites, and rights-aware states.
- Core scheduling and live-state concepts scored **~4.3/5** in a five-market study with **1,100 customers**.

AKQA · Senior Designer Dec 2021-Apr 2022

- Redesigned Jiffy Lube's responsive quote, location-discovery, and appointment-booking journeys, while rebuilding its design system and defining the token architecture that unified the experience across web touchpoints.

Samsung Electronics · UX Designer 2014-2020

- Led end to end product design for Galaxy Watch Designer (GWD), a no-code creator tool that enabled designers to create, preview, test, build, and publish watch faces without coding.
- Shipped high-fidelity mobile and wearable experiences across Samsung Galaxy products, translating constrained interactions into production-ready UI.
- Developed a **patented tactile-feedback lock screen** and scalable circular emoji input for Galaxy Watch, advancing accessible small-screen interaction.
- **Launched menstrual-cycle and health experiences** for Galaxy Watch, translating complex health information into glanceable wearable UI.
- Created and directed interactive wallpaper systems across Samsung's flagship Galaxy lines, spanning Always On Display, lock, and home screens and extending their color and motion language into **global product imagery and launch marketing.**