

SHIN LEE

UX designer who loves creating a solution for people
to provide them with a sense of delight and satisfaction.

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EXPERIENCE

User Experience Designer

Mar. 2018 ~ Current
Melbourne

Health.com.au.

End to end UX designer for re-designing the website. Working closely with the developers and stakeholders.

Jan. 2018 ~ Mar. 2018
Melbourne

Freelance consultant

Helping startups, entrepreneurs and small businesses grow with solution design and marketing strategy

Nov. 2017 ~ Jan. 2018
Melbourne

Ethi collective

Enhancing UX & CX, Service Design solution, Digital Marketing, Branding, Content strategy

Marketer

Jul. 2017 ~ Feb. 2018
Melbourne

Monash university – teaching associate

Tutoring Integrated Marketing Communication course & Assisting the lecture

Jul. 2014 ~ Sep. 2014
Seoul

Ryanmead consulting

- **FX Gear** | on-line branding / New business setting up / brand strategy.
- **ByRobot Co., LTD** | On-line promotion / Creation of on-line content incl. a Lego stop motion video

Feb. 2006 ~ Nov. 2012
Seoul

Samsung finance securities Co., Ltd.

- In charge of the Social media channels, Content strategy & Event managing
- Responsible for on-line marketing / EDM
- Managing & leading the creative content for the cartoon strips for “Weekly Investment Information Magazine”.

EDUCATION

General Assembly
2017

User Experience Design Immersive

UX/UI Design & Service design (Full time/10weeks course)

RMIT, Melbourne
2015~2016

Master of Marketing

Strategic design, Customer experience design, Service marketing,

SungShin University, Seoul
2000~2004

Bachelor of art & Bachelor of science

Double major : Psychology , Clothing and textile.

ACHIEVEMENT

Design & Startup challenge

Deakin spark, 2018
ACMI X Accelerator, 2018
Niche media, 2016

Startup weekend winner: acquired 9K grant from Victoria Government

Finalist for the ACMI Accelerator

Publish CX case study (<http://bit.ly/2miXWaq>) - RMIT

Marketing

Samsung, 2012
Cancer council Vic., 2016
Harvest Insights, 2016

Award the '**Best blog, 2012**'

Counter advertisement industrial challenge winner - RMIT

Product innovation industrial challenge winner - RMIT

THINGS I CAN DO

UX research/ User interview

Story board creation

User flows / journey maps

Wireframes

Service design blue prints

Interactive hi-fi prototypes

Design thinking

Project Management

TOOLS I CAN USE

Sketch / InVision / Atomic

Adobe Creative suite

Jira / Trello

Fullstory

Pen & Paper

Google analytics

EXTRA CURRICULAR

NPO, HAIM Charity, 2016~Current

Fundraising products creation, Website designing