# SHIN LEE

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

## EXPERIENCE

### UX/UI Designer/ Product Designer

**Telstra Health**
JULY 2021 - Present
- Contributed to community and residential product (B2B) by optimising scheduling, charting, reporting, and recoding resident occupancy and meet government compliance requirements
- Developed a multi-product integration roadmap, including a funding product and mobile product, while collaborating on a Power BI reporting application and refining information architecture
- Scoped and designed a new resident profile overview and main homepage, while maintaining and enhancing the design system
- Conducted usability testing, user research, and iterative design, working closely with clients, stakeholders, developers, business analysts, and project managers to deliver functional, user-friendly solutions

**Deakin University**
MARCH 2019 - SEPTEMBER 2021
- Worked as a UX consultant for LaunchPad Lab, collaborating with various clients including financial industry, academic and health industry and mentoring design students
- Led design workshops, conducted UX research, and developed user-centred UX and UI designs
- Created branding initiatives and managed projects to ensure timely delivery and alignment with client goals

**Health.com.au (GMHBA)**
MARCH 2018 - JUNE 2021
- Contributed to rebranding and redesign projects for the website
- Conducted service blueprint research to map user journeys and collaborated with internal stakeholders and cross-functional teams
- Enhanced the onboarding process, resulting in a 4% reduction in the first 60-day lapse rate
- Performed usability testing and refined information architecture to enhance user experience

**Ethi collective**
NOVEMBER 2017 - JANUARY 2018
- Enhanced customer experience through user surveys, interviews, persona creation, prototyping, user testing, and wireframing
- Implemented quick solutions that achieved a 50% increase in homepage engagement using growth hacking techniques

### Entrepreneur

**Spark Deakin**
MAY 2019
- One of the founders selected to take part in the SPARK Deakin accelerator program

**ACMI – Australian Centre for the Moving Image**
SEPTEMBER 2018
- Participated co-founder as one of the finalists

## EDUCATION & CERT

**AI for Designers**
The Interaction Design Foundation - 2024

**Enterprise Design Thinking-Team Essentials for AI**
IBM - 2024

**Artificial Intelligence Fundamentals**
IBM - 2024

**User Experience Design Immersive**
General Assembly - 2017

**Master of Marketing**
RMIT - 2016

**Bachelor of Psychology / Clothing & Textile design**
SungShin Univ., Seoul - 2004

## ACHIEVEMENTS

**Telstra Health**
- Achieved nationwide recognition from clients across Australia for wound chart project

**health.com.au**
- Created a visual communication system that improved the internal delivery and decreased time to production.

**Niche Media**
- Publish CX case study  View

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

**RMIT**
- Cancer council Vic. - Counter advertisement industrial challenge winner
- Harvest Insight - Product innovation industrial challenge winner

## SKILLS & TOOLS

Wireframing | UI design | Prototyping | Interaction design | Branding | User/Task flow | Personas | Information Architecture | Responsive design Storyboarding | Design system | User stories | Usability testing | User interviews | Heuristic Analysis | Surveys | Data synthesis

**Figma | Figjam | Adobe suites | Azure DevOps | Jira | Confluence | Lucid chart | Miro | Trello**