

# Mattie Lee

## Multi-Disciplinary Experience Designer

A creative standing at the intersection of design and technology, bringing the best of both to craft engaging experiences by utilizing user-centered solutions.

### Experience

#### Lead Product Designer

Business Insight Collective | Apr 2020 - Aug 2021 | Seoul, Korea

Led UI/UX design and contributed to front-end development of Tomato Admin. An ERP & CRM for supermarkets in South Korea.

- Managed a team of 3 (researchers & engineers) to work creatively and collaboratively on all product designs, launches, and ensuring product quality.
- Built and maintained an internal design system & developer implementation guidelines to enhance communication with stakeholders and streamline processes.
- Designed UI/UX for the products and contributed to front-end development by implementing components, micro-interactions, and layouts using HTML/CSS/jQuery.
- Designed assets for pitch decks, generating \$40M in Series A & B funding.
- Redesigned and improved the UI/UX of the ERP, which helped acquire new customers by 150% over 6 months.
- Tested cross-browser compatibility, visual QA's, and made UX improvements to the entire product line.

#### Product Designer

In The Core | Jan 2020 - Apr 2020, Feb 2018 - May 2018 | Seoul, Korea

Designed and launched a mobile web application to bring the smart home experience to 250+ hotels in South Korea.

- Worked collaboratively with clients and stakeholders by identifying business goals and user needs to ideate, design, and develop a mobile application.
- A/B tested and collected feedback to improve usability, resulting in an 80% increase in customer satisfaction.
- Implemented UI components with the engineers using Vue to build a pixel-perfect and functional web application.
- Designed and shipped an energy-saving feature, resulting in a \$100K average in annual savings for clients.

#### Interaction Designer

HP & ArtCenter College of Design | Jan 2017 - Apr 2017 | Pasadena, CA

Created product concepts and prototypes for Tribe. An adaptable jewelry device targeted to the Generation Z market.

- Conducted research targeted at Generation Z by future casting, using quantitative and qualitative research, identifying user needs, and creating personas.
- Conceptualized, prototyped, and presented project deliverables such as user journeys, storyboards, system flows, user flows, and wireframes using Sketch, Framer, and Arduino.
- Designed the final product concept that won gold for the 2019 Spark Awards.

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### Education

#### ArtCenter College of Design

B.S. Interaction Design

2016 - 2022

### Achievements

#### 2019 Spark Awards Gold Winner

HP Tribe

#### 2019 IDEA Awards Finalist

HP Tribe

#### 2021 Provost's List

ArtCenter College of Design

### Skills

#### Design

User Interface	User Journey
User Experience	Storyboarding
Design System	User Interviews
Graphic Design	Accessibility
Visual Design	Systems Design
Wireframes	User Testing
Prototypes	Heuristics Analysis
User Research	Participatory Design
Contextual Inquiry	Mental Models
User Personas	Inclusive Design

#### Development

HTML	Processing
CSS/SASS/SCSS	jQuery
TailwindCSS	Next.js
Javascript	React
Typescript	Vue
Java	Git

#### Tools

Photoshop	Figma
Illustrator	Framer
InDesign	IntelliJ IDEA
Sketch	VSCode

#### Languages

English (Native)	Korean (Native)
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