# Anna Jiwon Lee

Canadian UI/UX Designer with 2+ years of experience.

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## **EXPERIENCE**

Prep Doctors, Mississauga — UI/UX Designer

March 2024 - PRESENT

- Successfully launched an internal learning management system (LMS) for international and Canadian dentists, including dashboards, exam testing software, and customized weights and reports to enhance the educational experience for both students and administrators.
- Designed and maintained 5+ responsive E-commerce based websites used by 80k+ monthly
  users, applying human-centered design principles to support a large-scale B2C
  transformation through scalable design systems.
- Conducted user research and usability testing to identify pain points, resulting in data-driven design improvements and a 20% reduction in bounce rate on E-commerce Checkout pages.
- Created wireframes, mockups, and interactive prototypes with internal design system using Figma and collaborated with developers to ensure pixel-perfect, accessible implementation across mobile and desktop.
- Designed and iterated email templates for **course enrollment flows**, leveraging UX writing and responsive design to boost engagement and open rates.
- Produced **educational social media assets** (static and motion) for Instagram, Facebook, and LinkedIn, supporting brand storytelling with hand drawn assets for product awareness.
- Developed and enforced a design QA process for consistent UI across products through structured design reviews and version control.
- Maintained and expanded the design system and reusable component library, improving design scalability and developer handoff efficiency.
- Advocated for accessible design through WCAG-aligned components and intuitive
  interaction patterns. Regularly presented and communicated design decisions to
  stakeholders, showing a strong user-first mindset, collaborative approach, and strategic
  design thinking.

# **Skill Squirrel**, Remote — UI/UX Designer

May 2023 - August 2023

- Designed and tested responsive UI components and user flows for a B2C professional development platform, applying user-centered design methodologies across web and mobile.
- Conducted user research and synthesized findings to inform design decisions, using tools like Figma, and Notion to prototype and document product improvements.
- Collaborated closely with developers and product managers using Jira and Agile workflows, ensuring timely handoffs and technically feasible designs.
- Integrated WCAG 2.1 AA accessibility standards across the platform, including improvements such as keyboard navigation, semantic HTML structure, and optimized color contrast—resulting in an average score of 90+ on all flows for accessibility reports.
- Participated in regular design reviews, provided peer feedback, and iterated on mockups

## **SKILLS**

**Applications:** Figma, Jira, Notion, Adobe Suite, Notion, Mouseflow,

Programming Languages & Technical Concepts: HTML, CSS, WCAG Compliance, Responsive Design, Mobile Interface Design, Design QA, Pixel-Perfect Design, Accessibility Design, A/B Testing, Data-Driven Design, Agile Methodologies, Information Architecture, Component Libraries, Design Systems

Core Competencies: UX Design, UI Design, Interaction Design, Human-Centered Design, Wireframing, Prototyping, Mockups, Visual Design, User Research, Usability Testing, User Flows, Visual Storytelling, Graphic Design, Typography, Brand Identity, Cross-Functional Collaboration, Stakeholder Communication, Design Documentation, Task Management, Product Design, Learning Management Systems, Social Media Design, Email Design, Design Reviews

## **Awards and Certificates:**

TCPS 2 Core Certificate - Jan 2021

Lottiefiles for Figma - March 2025

Web Design Accessibility Certificate, Udemy - April 2025

Adobe Designathon Honorable Mention - October 2021

# **Leadership and Volunteer**

Hackville 2024 — Volunteer

Played a crucial role in the successful execution of Hackville 2024 by assisting organizers in planning and coordinating various aspects of the event.

and prototypes based on stakeholder input and A/B testing data.

# Sheridan College Bruins Athletics, Remote— Graphic Designer

September 2021 - December 2022

- Designed over 19 digital and print assets, including social media graphics, event posters, brochures, and web sliders, while maintaining cohesive brand identity across all platforms.
- Created and adapted graphics for various social media formats (Instagram, Twitter, Facebook), applying visual storytelling and typography best practices to increase engagement and clarity.
- Collaborated with 11 student organizations and school departments to produce custom promotional materials tailored to specific events, audiences, and campaign goals.
- Ensured accessibility and legibility of designs through thoughtful use of contrast, layout, and typography, aligning with universal design principles.
- Contributed to the digital asset library, organizing templates, logos, and visual components to support future marketing campaigns.
- Demonstrated the ability to work autonomously in a remote environment while consistently delivering on-brand, timely, and high-impact designs.
- Applied feedback from clients and stakeholders efficiently, adapting to a wide range of design needs and communication styles.

#### Iterate UX Discord Moderator —

Volunteer

November 2023 - March 2024

Moderated Discord channels for UI/UX design challenges and help organize the ticket system for portfolio and resume reviews

#### **EDUCATION**

# Sheridan College, Oakville— Honours Bachelors of Interaction Design

Graduated August 2024

- Completed a multidisciplinary design program combining **UX/UI design**, **visual communication**, **motion**, **and coding** for interactive digital products.
- Developed hands-on skills in user research, wireframing, prototyping, and responsive interface design using tools such
  as Figma, Adobe XD, and HTML/CSS.
- Created end-to-end case studies and portfolio projects including mobile apps, websites, and digital storytelling
  experiences, presented during annual capstone showcases.
- Collaborated with peers across design, development, and business disciplines to build human-centered, accessible solutions for real-world clients.
- Participated in multiple design critiques, usability testing sessions, and design system development exercises to refine
  user experiences and visual consistency.
- Completed courses in Design Thinking, Human-Computer Interaction, Visual Design, Motion for Interaction, and Front-End Development.