

Anna Jiwon Lee

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

SKILLS

Applications: Figma, Jira, Notion, Adobe Suite, Notion, Mouseflow, Figma make, Claude Code, Antigravity

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

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.

various aspects of the event.

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**.