

Juyoung Lee · UX Designer

International award-winning UX Designer with over 5 years of experience in creating clean, intentional designs and enhancing user experiences across web, app, and kiosk platforms. Skilled in translating high-level requirements into intuitive and functional user interfaces.

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Work Experience

UI/UX Designer - Beauty Master, Duluth, GA

August 2024 - Present

- Led a strategic, mobile-first website redesign for a multi-location U.S. retail brand, addressing critical usability issues affecting 90% of mobile users.
- Restructured information architecture to align with a non-ecommerce business model, improving clarity and reducing user confusion.
- Led the end-to-end redesign of a retail loyalty app to improve coupon usability, account management, and offline store engagement based on customer inquiry analysis and behavioral data.
- Collaborated with store managers to identify and resolve in-store usability issues, translating operational pain points into practical design solutions for customer-facing communication.
- Led the integration of community-based events (BMBS Scholarship programs, Braid Master competitions, Back-to-School campaigns) across digital touchpoints (app, web, and social media) to drive offline engagement and community participation.
- Designed end-to-end user flows that support event discovery, drive store visits, and enable community participation across digital touchpoints.
- Supported 5 new store grand openings across Georgia (1) and Florida (3) through launch-focused design and promotional execution.
- Led store design for one Georgia location, aligning in-store visuals with brand guidelines and local customer context.
- Collaborated with marketing and store teams to ensure consistent customer experience during opening periods.

UX Designer, Contract - Arab American National Museum, Dearborn, MI

February 2024 - April 2024

- Led the UX and UI design of a 43-inch interactive museum kiosk for a nationally recognized cultural institution, transforming an underutilized exhibition asset into an engaging educational touchpoint.
- Applied user research, on-site field observations, and stakeholder interviews to design a large-scale, accessibility-conscious interface optimized for diverse museum visitors.
- Executed iterative usability testing using paper and high-fidelity prototypes to validate typography, button sizing, and interaction hierarchy, strengthening navigation clarity and overall visitor interaction.

General Motors Sponsored Studio - College for Creative Studies, Dearborn, MI

January 2024 - April 2024

- Participated in a General Motors-sponsored graduate studio focused on future mobility and autonomous vehicle user experience.
- Led UX and UI design for "Horizon," a Level 4 autonomous vehicle concept for active lifestyle drivers, featuring a rear vehicle display to enhance bicycle training safety.
- Conducted user research, usability testing, and iterative prototyping, incorporating direct feedback and evaluation from General Motors designers.
- Delivered a final prototype and presentation praised by GM for successfully integrating exterior, interior, and UX design.

UX Design Social Media Manager - College for Creative Studies, Detroit, MI

March 2023 - April 2024

- Collaborated with the UX Design Chair to redesign MFA in UX design program website through extensive user testing, surveys, and interviews with over 30 users, leading to a 15% increase in site engagement.
- Launched targeted social media campaigns that boosted Instagram and LinkedIn traffic by 109% and followers by 107%, especially among students from India, Korea, and Taiwan.

UI/UX Designer - Hundred, Seoul, Republic of Korea

May 2019 - August 2022

- Led projects for various clients including online shopping mall renewal, corporate brand website redesign, promotional microsite design, responsive web design, dashboard UI design, and kiosk UI/UX design, improving customer satisfaction, enhancing brand reputation, and driving business growth.
- With the renewal and maintenance of the Toytron Mall main page, the number of customers increased by more than 47%, and sales increased by more than 42% in a year.

Education

College for Creative Studies, Detroit, MI

September 2022 - May 2024

Master of Fine Arts in UX Design

Incheon National University, Incheon, Republic of Korea

March 2012 - February 2019

Bachelor of Fine Arts in Visual Communication Design

Achievements

Ars Electronica Festival, Who Owns the Truth?

September 2023

University of Arts Linz + POSTCITY, First Floor Linz, Austria

- Exhibited at one of the world's most prestigious and longest-running media art festivals.
- Led the design and development of the Splatroit mixed reality game's user experience through research, benchmarking, and usability testing.
- Collaborated with a team of three to attract over 300 visitors during the exhibition.

Detroit Month of Design, Detoro Tune

September 2023

Center Galleries at College for Creative Studies Detroit, MI

- Exhibited at the annual citywide festival organized by Design Core Detroit, celebrating Detroit's status as the first and only UNESCO City of Design in the United States.
- Engaged over 100 visitors with a mixed-reality experience featuring the Splatroit project, combining music, art, and technology.

Awards

UX Design Awards - Nominee (2026)

NY Product Design Awards - Silver Winner (2025)

Muse Creative Awards - Silver Winner (2025)

Skills

- Tools: Figma, Keynote, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), HTML, CSS, JavaScript, Sketch, Microsoft Office, Asana
- Design Skills: UX Design, Interaction Design, Information Architecture, User Flow, Wireframes, Storyboard, Prototyping, Graphic Design, Web Design, Responsive Website Design