

Linda Lee

Experience Designer

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Education

Georgia Institute of Technology

Master of Science in Human-Computer Interaction, GPA: 4.0
AUG 2021 – CURRENT (EXPECTED: MAY 2023)

University of California, Davis

Bachelor of Arts in Design, Dean's Honors List, GPA: 3.6
SEP 2016 – JUN 2020

Work Experience

Mobile Interface Designer | CSPAV at Georgia Tech

AUG 2021 – CURRENT

- Lead the design of an opioid overdose reversal tracking mobile application that 500K citizens and first responders can use to report incidences of overdose and recovery in the state
- Create all wireframes, layouts, and high-fidelity prototypes to discuss user flows and interactions with developers
- Gather requirements by soliciting feedback from stakeholders and by conducting 30+ usability testing
- Design logo and make all UI design decisions to create aesthetically pleasing designs to maximize task performance rate

UI/UX Designer Intern | SurePrep LLC

JUN 2019 – AUG 2019

- Redesigned navigation experience for Certified Public Accountants side of TaxCaddy to allow CPAs to better interact with taxpayers and increased conversion rate by 4.89%
- Researched, explored, and validated new end user feature sets with a focus in visual design and interaction that led to increase in recognition rate by 120%
- Collaborated closely with business analysts, user researchers, and developers to achieve successful metrics and improve user engagement

Graphic Designer | C-STEM at UC Davis

FEB 2019 – JUN 2019

- Led the design of a brochure for greater engagement on 2019 Roboplay Challenge using Adobe Photoshop, Illustrator, and InDesign, which raised awareness for annual event and increased students' participation rates by 30%
- Designed advertising video, website, presentation, and t-shirt to provide visually attractive design to audience

Skills

Design

Interaction Design, Visual Design, Storyboarding, User Flows, Wireframing, Prototyping, Data Visualization

Research

User Interviews, Surveys, Contextual Inquiry, Affinity Mapping, Information Architecture, Usability Testing

Tools

Figma, Sketch, Adobe XD, Invision, ProtoPie, Balsamiq, Adobe Creative Studio, HTML & CSS

Languages

Fluent in Korean & English

Selected Projects

BuzzPool

AUG 2021 – DEC 2021

- Researched, designed, and ideated a carpool mobile application for Georgia Tech's graduate students to find potential carpool partners
- Conducted 15 usability tests with potential users and introduced new features/functions to the team based on users' pain points and needs

Weather OTG

AUG 2021 – DEC 2021

- Researched and designed a weather forecast application for people with visual impairments
- Implemented accessible user interfaces by identifying potential accessibility issues and recommending best practices based on WCAG 2.1 and TPGI's color contrast checker