

HANNA KYEORE LEE

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CERTIFICATES

- **UX Design Professional Certificate** Coursera, Google 2023

Trained in using Figma to create user journeys and identify user pain points, with a focus on solving problems through user-centered design. Additionally, developed skills in translating broad ideas and concepts into feasible prototypes.

WORK EXPERIENCE

- **Graphic Designer & Business Operations** Yuhan USA 2023–Current

As a graphic designer, I supported the CEO and Head of Business Development by creating tailored digital charts and organizing relevant data for management using Adobe Illustrator, InDesign, PowerPoint, and Excel. I provided design optimization advice throughout the process and managed the company's WordPress websites. In addition, I concurrently managed the company budget, exercised cost control, analyzed expenses, and facilitated communication between departments in the United States and Korea. My current core responsibilities include revising the Employee Handbook in accordance with Massachusetts law.

- **Book Designer** Star Bright Books 2019–2022

Collaborated with the editorial team at Star Bright Books and a co-founder at Shine + Choi Architect, focusing on enhancing and redesigning both print and online publications.

- **Design Architect** Hellofriend Inc., 2017–2018

Joined a local startup where I supervised the creation of a compelling brand identity, developed visual communications, and designed user-centered website as well as app interfaces to elevate the overall user experience.

- **Teaching Assistance** Harvard University 2014–2015

Supported lecturer Flores Onesimo Dewey in efficiently preparing pertinent academic resources and reading materials.

- **Design Strategy Intern** Samsung Inc. 2007

Played a pivotal role in the design process of a smartphone specifically tailored for children. Acquired hands-on experience and proficiency in utilizing a diverse range of user research tools, such as surveys, shadowing, focus group discussions (FGD), and in-depth interviews.

- **Media Curatorial Intern** Samsung Inc. 2007

Worked collaboratively to ideate and generate innovative concepts for new television shows through brainstorming sessions.

EDUCATION

- **Master in Design Studies** Harvard University 2013–2015

At the Graduate School of Design, I learned how to turn research and community interactions into feasible outcomes. My projects ranged from product design, such as toys for young children, to large-scale projections on building facades. My primary focus was on underserved groups, addressing issues such as illiteracy and amplifying the voices of children whose needs are often overlooked.

- **Bachelor in Science** Yonsei University 2010

At the Integrated Design Department (formerly known as Human Environment and Design), I was trained to be an integrated designer, focusing on understanding broader customer trends and creating design products that meet their needs in a timely manner. Most projects involved the entire process, from initial ideation and research to high-fidelity prototypes and their final showcase.

SKILLS

- **User Experience Design**
- **Branding**
- **Graphic Design**
- **Exhibition Planning**
- **Art History and Theory**

TOOLS

- **Figma**
- **Adobe Photoshop/Illustrator, InDesign**
- **Microsoft Word/Excel/Powerpoint**
- **Word Press**