





# Hanna Lee

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## SUMMARY

Creative and analytical UX/UI Designer with over 1 year of experience, specializing in crafting user-centered design solutions for diverse sections, including brand, social media, and web design. Skilled in developing conceptual diagrams, wireframes, high-fidelity mockups, and prototypes across desktop, tablet, and mobile platforms. Adept in conducting user research, optimizing page speed, and enhancing user engagement. Proficient in design tools including Adobe XD, Figma, Photoshop, and Illustrator.

## Work Experience

2023. 08~

### Brand Designer @ Luna Bakery, North York

- Led strategic design initiatives to enhance visual coherence and establish a clear hierarchy across all design elements, ensuring brand consistency.
- Orchestrated the conception and production of both print and digital marketing materials, including posters, digital images, and branded merchandise, substantially boosting brand visibility and recognition.

2022. 10 ~ 2023.08

### UX/UI Designer @ Cube Design & Communication, Markham

- Developed intuitive user flows, wireframes, and prototypes aligned with project concepts, enhancing user experience and interface design.
- Created a detailed visual style guide, defining color palettes, typography, and spacing to ensure consistency and clarity in design communications.
- Collaborated with cross-functional teams to ensure design alignment with technical constraints and business goals.

2022. 07 ~ 2022.09

### UX Designer (Internship) @ Small Space Plus, Vaughan

- Utilized Shopify to design and launch a promotional webpage, significantly increasing customer attraction and engagement.

Q #who\_is\_hanna?

Strength Program Skill

- S #Problem\_Solving
- S #Wire\_Framing
- S #Prototyping
- S #Visualizing
- S #Communication
- S #Collaboration
- S #Presentation
- S #Time\_Management

Strength Program Skill

- P #Figma
- P #Photoshop
- P #Illustrator
- P #Adobe XD

## EDUCATION /

### Bachelor of Architecture

Dong Eui University, South Korea

2012-2016