

Jee Yoon Lee

An adaptable, problem solver who applies design thinking reflective of technological and cultural transformations to real-world solutions. Collaborates with experts across disciplines to build feasible and informed ideas into prototypes. Research focuses on distributed ledger technology and sustainable consumer packaged goods.

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Experience

KlimateNet

Part-Time Product Manager | Oct 2022 to Oct 2023

Organised regular goal-oriented meetings with developers and founders to define internal success metrics, resulting in more streamlined feature development processes (i.e., Slack, JIRA, Notion, Firebase). Created comprehensive scoping documentation. Coordinated bug and UI/UX improvements. Identified ways to improve the onboarding UX to ease the adoption of web3 features.

80minus

Co-Founder | Sep 2021 to Jun 2022

Developed a user-friendly, cost-effective, and efficient mercury detection device to trace mercury data in seafood. Collaborated with local fishmongers, global seafood companies, blockchain experts, and prominent government agencies to shape product development. Recognised as one of the top 25 teams of 185 teams in the Imperial College Enterprise Lab program for environment track.

Anytron (Bitek Technology)

Product Design Consultant | Jun 2020 to Aug 2020

Shaped product strategy by collaborating with cross-functional partners, including suppliers, engineering and product managers in the R&D team for digital label printing. Played an integral role in developing a new Raster Image Processor or workflow software by delivering high-fidelity UI/UX designs and conducting demos to stakeholders, resulting in reduction in production time.

Wellesley College Alumnae Association

Marketing & Communications Assistant | Jun 2016 to May 2019

Produced design assets for diverse communication channels using Adobe Creative Suite. Extracted critical insights from surveys and market research to inform strategic planning decisions. Developed and maintained social media presence (1000+ engagement on X, Facebook, Instagram). Assisted in planning alumnae community events by managing budgets and crafting compelling event collateral.

MIT Media Lab, Personal Robots

Undergraduate Design Researcher | Sep 2018 to May 2019

Developed an interactive survey app for Android and iOS tablets, utilising React Native and Ruby on Rails, for gathering quantitative and qualitative data on robots. Supported user studies with eldercare clients to assess their interactions with social robot Jibo and identify design requirements.

Hewlett Packard Enterprise Korea

Digital Marketing Intern | Jun 2017 to Jul 2017

Collaborated with an in-house creative agency to coordinate marketing campaigns. Created and optimised engaging landing pages for the Korean version of HPE's website, driving traffic to newly launched products. Translated product content to international & local clients during conferences and recommended data-driven conversion strategies to enhance user experience.

Education

**Imperial College London,
Royal College of Art**
LDN, UK | 2020 – 2022
MSc/MA Innovation Design Engineering (Merit)

Transdisciplinary Practices, Cyber Physical Systems, Sustainable Systems, Structures & Aesthetics, Agency & Implementation, Innovation for Impact, Experimental Design

Wellesley College
MA, USA | 2015 – 2019
BA Media Arts & Sciences (Cum Laude)
3.7/4.0 GPA

Massachusetts Institute of Technology
Cross Registration, Design
Human Computer Interaction, Front-end Web Development, Modern Art Since 1945, Creative Computing, Tangible User Interfaces, Moving Image Studio, Advanced Print Methods

Achievements

Imperial Enterprise Lab Venture Catalyst Challenge Semi-Finalists 2022
Blockchain Council Certified Blockchain Expert 2022
19th London Design Festival 2021
OPPO x Royal College of Art Winner 2021
Babson x Olin x Wellesley College The Weissman Foundry Fellowship 2019
Flatiron School Women Take Tech Scholarship 2018
Wellesley College Media Arts and Sciences Jae Lim Chung Fund 2018
Anderson Ranch Arts Center Scholarship 2018
HSK(Hanyu Shuiping Kaoshi) Chinese Proficiency Test Level 4

Skills

Communication & Collaboration

Collaborating with internal project partners and external stakeholders (e.g., academia, industry experts) to develop innovative products and address complex challenges. Designing and planning sessions to help technical and non-technical audiences (e.g., PowerPoint, Keynote, Miro). Excellent public speaking and writing skills in Korean & English (e.g., Digital Editor at The Wellesley News).

Research & Analysis

Conduct research on key business and policy issues related to the intersection of blockchain, supply chains, circular economy, consumer culture in FMCGs, and climate. Qualitative & quantitative user research and data-driven insights (e.g., SQL, Firebase).

Development

Front & back-end development (e.g., HTML, CSS, JavaScript, Git, React JS, Heroku, Ruby on Rails). Freelancing for personal websites (e.g., Cargo, Squarespace, Wordpress, Google Analytics). Creative prototyping (e.g., Processing.js, RaspberryPi, Arduino, tinyML). Pick up new tools (e.g., Solidity).

Design

Working with design systems at scale, across web and mobile platforms (e.g., Figma, Adobe CC, Sketch). Produce exquisite visual designs driven by strategic UI thinking through iterative design process. Ideate by wireframing, sketching, writing, video, and other tools to get my hands dirty.

web3

Learning the unique dynamics through offline events and virtual communities (e.g., Discord, SheFi). In-depth knowledge of blockchain for supply chains (e.g., DIDs). Staying up to date with layer 1/2/3 landscape by following industry podcasts, news, and thought leaders. Collecting art and music NFTs.