

# Chloe Lee

## UX UI Designer & Manager

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Philadelphia, PA

## EDUCATION

**Temple University** B.A. Visual Studies

Philadelphia, PA | May 2019

**Temple University** B.A. Visual Studies

Rome, Italy | May 2019

## COMPETENCY

Product Design

User Experience

Rapid Prototyping

Interaction Design

Design Research

Wireframing

## TOOL

Figma

Sketch

Adobe XD

Final Cut

Premiere Pro

AfterEffect

Photoshop

Illustrator

InDesign

## LANGUAGE

Korean (Native)

English (Bilingual)

Italian (Basic)

Japanese (Basic)

## EXPERIENCE

**Okron Studio** — Lead UX UI Designer & UX/Product Manager

Philadelphia, PA | May 2024 - present

Lead design and product strategy, creating intuitive user interfaces and experiences. Collaborate with stakeholders, define product goals, and manage the product roadmap. Oversee wireframes, prototypes, and user journeys, ensuring alignment with user needs and business objectives.

**Okron Studio** — Lead UX UI Designer

Philadelphia, PA | Feb 2023 - May 2024

Led UX/UI design for World Warfare & Economics on Steam, achieving 7,000 wishlists in one day. Skilled in branding, product development, and inclusive design, focusing on impactful user experiences and continuous iteration based on feedback.

**Freelance** — UX UI Designer

Philadelphia, PA | Apr 2022 - present

Experienced in branding, product design, and UX/UI, with a strong proficiency in usability testing, wireframing, and developing user flows for a range of projects, including hospitality websites and artificial flower businesses. I ensure alignment between design and business objectives, effectively translating user research insights to meet client goals and enhance brand strategies.

**Freelance** — Multimedia Designer

Philadelphia, PA | Jan 2019 - present

Specializing in branding design, encompassing logo and visual design, and developing and promoting video content customized to diverse business needs and concepts, including collaborations with clients such as Ana Luisa. Proficient in stakeholder communication to ensure alignment and enhance project impact.

**PNC Bank** — Regional Resource Team

Ambler, PA | Feb 2022 - Feb 2023

Skilled in risk management solutions, proficient in resolving account and fund-related challenges. Collaborates effectively with financial professionals to achieve optimized outcomes. Manages customer bank accounts and funds meticulously, ensuring smooth transactions. Maintains accurate records and handles administrative tasks efficiently.

**Westminster Theological Seminary** — Visual Designer

Glenside, PA | Sep 2020 - Apr 2021

Experienced in project management in collaborative settings, ensuring timely project completion. Created 200+ illustrations, focusing on educational visuals for enhanced learning materials. Collaborated across departments to meet project goals. Orchestrated engaging programs and events, using visual design to captivate and enhance experiences.