

CHLOE SIEUN LEE

Senior UX / Product Designer



Yardley, PA, USA



chloeleeartroom@gmail.com

PORTFOLIO

Portfolio Link:

www.chloelee-design.com

LinkedIn:

www.linkedin.com/in/chloeleedesign/

Behance:

www.behance.net/chloeleedesign

Studio Instagram:

www.instagram.com/cozydesign.studio

TOOLS

• Design & Prototyping

Figma, FigJam, Sketch, Adobe XD

• Research & Product

User Testing, Miro, Google Analytics

• AI-Assisted Design & Workflow

ChatGPT, Midjourney, AI-assisted,

prototyping and ideation

• Creative & Media

Photoshop, Premiere Pro, Final Cut

• Collaboration & Documentation

Notion

CORE SKILLS

- UX / Product Design
- UX Architecture
- Interaction Design
- Design Systems
- User Research
- Usability Testing
- Agile Product Development
- Cross-functional Collaboration

EDUCATION

Temple University

B.A. Visual Studies

Philadelphia, PA / Rome, Italy May 2019

LANGUAGES

Korean - Native

English - Fluent

Italian - Basic

Japanese - Basic



ABOUT

Senior UX/Product Designer with 4+ years of experience designing scalable digital products across B2C, SaaS, and startup environments. Experienced in Agile product teams collaborating with product managers, engineers, and QA to deliver user-centered solutions from concept to launch. Skilled in UX architecture, design systems, and rapid prototyping using Figma to produce flows, wireframes, and high-fidelity prototypes.



EXPERIENCE

COZY DESIGN STUDIO Founder/Product&Branding Designer

Aug 2024 - Present

- Lead creative direction and product design for startups and local businesses
- Design integrated brand systems across identity, UX touchpoints, packaging, and digital platforms
- Develop product flows and website UX architecture in Figma
- Collaborate with founders, developers, and marketing teams
- **Impact:** Impact: Delivered design solutions that supported measurable business growth across multiple brands and regions

OKRON STUDIO Senior UX/UI Designer

May 2024 - Nov 2025

- Lead UX strategy and product design for complex digital products
- Participate in Agile sprints, backlog grooming, and feature prioritization
- Create Figma flows, wireframes, and prototypes
- Present UX concepts to stakeholders and leadership teams
- Collaborate with engineering and QA teams
- **Impact:** product engagement increased 35%

OKRON STUDIO UX/UI Designer

Feb 2023 - May 2024

- Led UX/UI design for the Steam game "World Warfare & Economics"
- Designed UX architecture and gameplay interface systems
- Produced wireframes and interactive prototypes in Figma
- Worked with product managers and developers to ship features
- **Impact:** launch campaign generated 7,000 wishlists

ADDITIONAL EXPERIENCES

PNC BANK RRT - Regional Resource Team

2022-2023

- Strengthened cross-functional communication and problem-solving skills essential for user-centered product collaboration.

WESTMINSTER THEOLOGICAL SEMINARY Visual/Motion Designer

2020-2021

- Created large-scale visual assets and digital content, enhancing clarity and engagement through design-focused storytelling.

FREELANCE UX/UI Designer Multimedia designer(Branding & Content)

2019-Present

- Delivered end-to-end UX design for digital products, from research and user flows to prototypes and polished interfaces, ensuring usability and product clarity.
- Shaped brand and visual systems—including identity, motion, and campaign assets—to create cohesive experiences across product and marketing channels.