

# juwon lee

juwon-lee.com • juwonlee@newschool.edu • new york, ny

## EDUCATION

### Parsons School of Design

new york ny | expected may 2024  
MFA in Design & Technology

### Northeastern University

GPA 3.94 | boston ma  
BFA in Graphic & Information Design  
Minors in Art History,  
Business Administration

## AWARDS + HONORS

### Parsons Scholarship

2022-2024

### Summa Cum Laude

Graduated Northeastern University  
with highest honor

### Huntington 100

Recognized as one of the top 100  
students of the year that embody  
the values and mission of  
Northeastern University

## SKILLS + INTERESTS

### User-Centered Approach

User Research, User Interviews,  
Persona Development, User Stories,  
Journey Mapping, Blueprinting,  
User Flows, Information Architecture,  
Collaborative Workshops

### Technical Skills

Project Management, QA Testing,  
Data Visualization, Machine Learning,  
Python, HTML/CSS

### UX/UI + Visual Design

Digital Product Design, Brand +  
Identity Development, Design  
Systems, Data Humanism, Fine Art

## EXPERIENCE

### User-Centered Designer • Deloitte Consulting, Applied AI

new york ny | mar 2021 – mar 2022

Designed unique healthcare analytics dashboards that deliver meaningful market positioning insights for client business users. Drove the end-to-end UX/UI design process as the only full-time designer. Led design reviews with business strategists, developers, data scientists, and clients to deliver a scalable MVP product. Received two firm-wide applause awards for driving project success.

### Scout Studio | boston ma

#### Project Lead | sept 2020 – dec 2020

Spearheaded a team of five designers and developers to develop a cohesive brand identity for an angel investment organization. Designed and developed its marketing website from start to finish. Defined project scope and timeline in addition to mentoring team members and leading client reviews in a fast-paced and collaborative digital work environment.

#### Studio Designer | jan 2020 – may 2020

Worked within a highly collaborative studio environment with designers and developers to rebrand Scout. Redesigned its website to be more accessible, intuitive, and informational.

### Interactive UI Design Co-op • iFactory

boston ma | july 2019 – dec 2019

Defined new design strategies and designed custom web pages for higher education institutions and healthcare services. Managed multiple client projects at once and collaborated with IA/ UX designers, strategists, and developers.

### Branding Designer • Generate

product development studio | boston ma | dec 2018 – dec 2019

Implemented and improved Generate's new brand identity system through print and digital marketing collaterals. Led new junior designers through collaborative critique workshops.

### Marketing Services Studio Co-op • TJX Companies, Inc.

framingham ma | july 2018 – dec 2018

Worked as a junior production artist/ designer independently and collaboratively to execute print and digital marketing content to completion. Conceptualized new design ideas and presented creative deliverables for seasonal campaigns and events.