JUNHA LEE

SR. PRODUCT DESIGNER | **E** jaylee0379@gmail.com **W** jayleejunha.com **L** LinkedIn

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👤 PROFILE

A data-driven product designer who enjoys building and testing ideas, specializing in making information and communication accessible and engaging.

💼 EXPERIENCE

Apr 2023 - Jun 2023

SR. PRODUCT DESIGNER | **RITUAL.CO** | Toronto, Canada

For Ritual.co, a social food-ordering platform:

- Redesigned the My Team tab, incorporating features such as Piggyback and group orders, resulting in a 23% increase in user engagement and a 20% rise in group order placements.
- Optimized the product design team framework, reducing project delivery time.
- Managed design system in collaboration with the engineering team.
- Provided mentorship to junior UX designers in a collaborative team environment.

Jun 2020 - Mar 2023

SR. PRODUCT DESIGNER | **CREDIT SESAME** | San Francisco, U.S

For Credit Sesame, a credit and digital banking app:

- Successfully launched a digital banking service, Sesame Cash, in the U.S., leading to a 43% increase in user adoption, 28% rise in user retention rates, and a monthly deposit of $120MM.
- Led and delivered Cash Back Offers, resulting in a 40% increase in Sesame Cash sign-ups.
- Managed design sprints and led various design initiatives for the product.
- Established and maintained the design system, leading to a 30% reduction in design-to-development handoff time and a 25% increase in task completion efficiency.
- Provided mentorship to junior UX designers in a collaborative team environment.

Feb 2018 - Jun 2020

PRODUCT DESIGNER | **STACK Finance** | Toronto, Canada

For STACK Finance, a digital banking app:

- Built and launched STACK Finance App in Canada, achieving over 60,000 downloads and established 31,000 new accounts within 4 months, as the fastest-growing digital bank.
- Designed and optimized features such as P2P payments, Financial IQ, and a gamified referral program, resulting in a transaction volume of over $8MM.
- Contributed to the success of STACK until its acquisition by Credit Sesame.

🎓 EDUCATION

HUMBER COLLEGE | Toronto, Canada | Sep 2016 - Apr 2018

Diploma, Multimedia Design and Development (GPA: 3.5)

KONKUK UNIVERSITY | Seoul, South Korea | Mar 2008 - Sep 2014

BFA, Visual Communications (GPA: 3.8)

🖱 SKILLS

UI/UX Design, Interaction Design, User Research, User Testing, Design System, Design Management, Design Thinking, etc.

Figma, Adobe Creative Cloud, Zeplin, Miro, Jira, Confluence, GitHub, HTML, CSS, etc.