

SHIN LEE

UX designer who loves creating a solution for people
to provide them with a sense of delight and satisfaction.

W ShinyShin.com M 0413 636 170 @ ShinyShin713@gmail.com

EXPERIENCE

User Experience / Product Designer

- JUL.2021~ Current
Melbourne
Telstra Health
Product designer
- Mar. 2019 ~ Current
Melbourne
Deakin University (LaunchPad)
UX and product manager
- Mar. 2018 ~ JUN.2021
Melbourne
Health.com.au.
End to end UX designer. Working closely with the developers and stakeholders. Working on service design with the whole organisation.
- Jan. 2018 ~ Mar. 2018
Melbourne
Freelance consultant
Helping startups, entrepreneurs and small businesses grow with solution design and marketing strategy
- Nov. 2017 ~ Jan. 2018
Melbourne
Ethi collective
Enhancing UX & CX, Service Design solution, Digital Marketing, Branding, Content strategy

Entrepreneur

- May. 2019
Melbourne
Spark Deakin
One of the founders selected to take part in the SPARK Deakin pre-accelerator program out of 100 + founders.
- Sep. 2018
Melbourne
ACMI
Participated co-founder

Marketer

- Jul. 2017 ~ Feb. 2018
Melbourne
Monash university – teaching associate
Tutoring Integrated Marketing Communication course & Assisting the lecture
- Jul. 2014 ~ Sep. 2014
Seoul
Ryanmead consulting
 - **FX Gear** | on-line branding / New business setting up / brand strategy.
 - **ByRobot Co., LTD** | On-line promotion / Creation of on-line content incl. a Lego stop motion video
- Feb. 2006 ~ Nov. 2012
Seoul
Samsung finance securities Co., Ltd.
 - In charge of the Social media channels, Content strategy & Event managing
 - Responsible for on-line marketing / EDM

EDUCATION

General Assembly
2017

User Experience Design Immersive
UX/UI Design & Service design (Full time/10weeks course)

RMIT, Melbourne
2015~2016

Master of Marketing
Strategic design, Customer experience design, Service marketing,

SungShin University, Seoul
2000~2004

Bachelor of art & Bachelor of science
Double major : Psychology , Clothing and textile.

ACHIEVEMENT

Design & Startup challenge

Deakin spark, 2018
ACMI X Accelerator, 2018
Niche media, 2016

Startup weekend winner: acquired 9K grant from Victoria Government
Finalist for the ACMI Accelerator
Publish CX case study (<http://bit.ly/2miXWaq>) - RMIT

Marketing

Samsung, 2012
Cancer council Vic., 2016
Harvest Insights, 2016

Award the 'Best blog, 2012'
Counter advertisement industrial challenge winner - RMIT
Product innovation industrial challenge winner - RMIT

THINGS I CAN DO

UX research/ User interview User
flows / journey maps
Service blue prints
Design thinking / Design studio

Story board creation
Wireframes
Interactive hi-fi prototypes
Project Management

TOOLS I CAN USE

Sketch / InVision / Protopie / Axure
Jira / Trello
Pen & Paper

Adobe Creative suite
Fullstory
Google analytics

EXTRA CURRICULAR

NPO, HAIM Charity, 2016~2020
- Fundraising products creation