

# HYUNJU LEE (Julee) . UX Lead & Manager, Global User Experience Design

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## SUMMARY

With 12 years of experience in diverse industries, I have led teams to deliver world-class products all across the globe. My extensive design skills that bridge various disciplines, along with my keen customer empathy, have been vital in redefining user experiences for renowned clients such as PayPal, Intuit, Cisco, Yahoo! and Samsung. Driven by my sense of innovation, my portfolio has delighted millions of users and includes 11 patents with the USPTO.

## WORK EXPERIENCE

### UX Lead & Design Manager

PayPal / eBay Inc.

June 2012 - Present, Singapore

Lead design team of ten for multiple products/solutions concurrently in APAC Solutions and Global Strategic Partnership Group. Manage APAC UX team, and mentor/coach multiple disciplines for the fields of UX/UI and CDI. Facilitate CDI studies in countries like Singapore, China, and Australia for global teams across product, solutions, marketing, business development, professional services, and sales.

### UX Lead & User Researcher

Intuit Inc.

March 2011 - June 2012, Singapore

Acted as an ambassador and champion for all elements of UX – form UX strategy, Lean UX, customer study, and apply ideas through partnership. As a User Researcher, conducted numerous and various types of user studies and usability labs in Canada, US, UK, India, and Singapore.

### Lead UI Designer

Cisco Inc.

October 2009 - March 2011, Silicon Valley, U.S.

UI Design Team Lead for both US and Shanghai team. Designed and shipped a next generation of WebEx products. Worked closely with Product Management team to create concepts and design.

### Interaction Designer

Yahoo! Inc.

October 2006 - July 2009, Santa Monica, U.S.

Interaction Designer Shine from Yahoo! And Y! Food. Worked directly with Design, Product, and Engineering, Editorial, and Advertisers in a Scrum Agile environment.

### Senior Interaction Designer

DIGITAS LLC.

August 2005 - July 2006, New York, U.S.

Worked directly with EVP Creative Directors and designed multiple web applications for American Express (AMEX) Consumer Group and Samsung.

## PRODUCTS I DESIGNED

### Pay with PayPal in Samsung

**Galaxy Series.** The first PayPal (and Android) fingerprint authentication experience. Launched in 25 countries worldwide in 2014.

### Mobile and Shopping Payments.

Developed highly innovated product for Android devices. Resulted 9 patents and successful partnership deals with Samsung, Huawei, LG, HTC in 2013

### Multichannel Connected

#### Commerce Solution.

Award-winning mCommerce solution for consumers and merchants. Won Gold for Best mCommerce platform and Silver for the best use of QR code at MOB-EX 2013.

### Compliance And Risk Experience (CARE) Framework for Mobile

Created mobile document upload for identity verification to complete KYC, as the main requirements to operate as a financial institution in global markets.

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## WORK EXPERIENCE

### UI Designer

Samsung Co., Ltd.

June 2003 - July 2004, Seoul, Korea

Started as a UI intern and got hired as a full-time UI designer. Worked in a complex, global team of Design Corporate Center and Digital Solution Center.

## PRODUCTS I DESIGNED

### Quick Books Online International.

Led design and user research for QBO global expansion by offering a smart customization.

**Cisco WebEx Meet.** Lead UI design for the first consumer targeted, virtual meeting (cloud based) software. Resulted acquiring 50+ millions of new users in 2012.

**Cisco Connect.** UI Lead for enterprise based communication multichannel platform to chat, share files, and start, schedule and manage virtual meetings.

**Shine from Yahoo!** Designed the Y!'s first women's lifestyle site which launched in 2008. Made 95% increase on unique visitors (12.5 MM) and 34% increase on page views (117MM).

**Centurion Benefit eGuide.** Unique, stand alone flash built software application for exclusive Centurion card members in 2006.

**Home Vita 2.0** Samsung Home Network Solution. Developed UI guideline and best practices.

## SPECIALTIES

Product Design, User Interface Design, Interaction Design, Information Architect, Visual Design, Lean UX, Agile, CDI (Customer Driven Innovation) Facilitation

## EDUCATION

**Carnegie Mellon University**, BFA in Communication Design (GPA 3.88/4.0)

## PATENTS, HONORS, AND AWARDS

- **Systems And Methods For Presenting Sale Transactions For An Item Using Voice Data** U.S. Non-Provisional 61/885,864
- **Systems And Methods For Account Notifications And Completion Of Account Actions Taken By A User** U.S. Non-Provisional 61/890,892
- **Systems And Methods For Implementing Instant Payments on Mobile Devices** U.S. Non-Provisional 14/260,046
- **Systems And Methods For Monetary Transfers Using A User Contact List** U.S. Provisional 14/888,686
- **Systems And Methods For Presenting Shopping Notifications And Completing Purchase Orders** U.S. Provisional 14/889,916
- **Systems And Methods For Unassisted User Check-In And Discount Offers At Merchant Locations** U.S. Provisional 61/888,211
- **Systems And Methods For Presenting Items to A User Though A User Device Application** U.S. Provisional 61/888,197
- **Mobile Compliance Processing** U.S. Provisional 61/890,982
- **Voice Checkout for PayPal** U.S. Provisional 61/885,864
- **Mobile Shopping And Payments** U.S. Provisional 61/816,629
- **Computer User Interface For A Display Screen** U.S. Design Patent D611,490
- **Patent Incentive Awards** by eBay Inc 2014
- **Gold and Silver Award** for PayPal at MOB-EX 2013
- **Meteor Shower Award** for Design Leadership Appreciation 2013
- **Shining Star Award** for Excellent Design and Team Collaboration 2012
- **Lee Goldmanship Design Award**, Carnegie Mellon University 2003

## LANGUAGES

Fluent in English, Korean  
Basic in Mandarin, Japanese

References: Available upon request