Maxxie Lee

UX Designer / Graphic Designer

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Creative and user-centered Product Designer with strong expertise in UX design, data-driven decision-making, and UI storytelling. Experienced in conducting user research, usability testing, wireframing, and building high-fidelity prototypes in Agile environments. Skilled in responsive design, accessibility (WCAG standards), and cross-functional collaboration.
Additionally, I explore immersive 3D environments and spatial interaction using Unity to enhance digital user engagement. This approach allows me to push beyond conventional 2D interfaces and design experiences that are multi-sensory, emotionally resonant, and future-ready – particularly valuable in emerging platforms like the metaverse or VR/AR applications.

EXPERIENCE

Ram Arts School
Graphic Designer, Art Instructor
Jun 2023 - Aug2023

- Taught fundamentals of graphic design, layout, typography, color theory, and user-centered design using Adobe Creative Suite.
- Provided hands-on training in UX research, wireframing, prototyping, and portfolio development.
- Mentored 20+ students with a 100% acceptance rate to top art and design colleges.
- Introduced design system concepts and guided students through concept ideation and execution.

I-Clover
Graphic Designer
May 2021 - Oct 2021

- Designed brand-aligned marketing materials (posters, banners, business cards) that contributed to a 90% client retention rate.
- Conducted A/B testing to enhance design performance and user engagement.
- Worked cross-functionally with sales and marketing teams to align visuals with business goals.
- Applied responsive design principles to ensure consistency across platforms.

PROJECTS

SJ
HR System for SMEs application
Sep 2024-Dec 2024

- Designed a user-friendly HR application to enhance team alignment and productivity.
- Conducted user interviews, created journey maps, and implemented data dashboards.
- Developed high-fidelity prototypes in Figma using real-world scenarios.
- Collaborated in an Agile team and integrated KPIs to measure UX impact.

Foonie
Healthy Meals for Seniors application
Sep 2024 - Dec 2024

- Built a mobile app offering personalized meal plans for users aged 60–80.
- Conducted accessibility testing and applied WCAG principles: large fonts, high contrast, simplified navigation.
- Integrated UX writing and microcopy for improved user clarity.
- Delivered multiple design iterations based on usability testing feedback.

G-Bros
Universe immersive reality
Feb 2023 - March 2023

- Designed a community-based fitness app with a guild system, enabling certified trainers (guild masters) to offer personal training to users.
- Developed features for group running challenges, workout and diet sharing, and gamified social competition to enhance user engagement.
- Created user flows and high-fidelity prototypes in Figma, focusing on social UX, accessibility, and mobile-first design.

Song of Universe
Universe immersive reality
Sep 2024 - Dec 2024

- Created a VR experience using spatial UX design and sound-based interaction.
- Translated astronomical data into audio-visual storytelling in Unity.
- Designed interactive metaverse environments focused on sensory and user engagement.
- Explored future potential in immersive digital ecosystems and experience planning.

ACHIEVEMENTS

School of Visual Arts, Design Critique Club(DCC) - Club President
created practical and trendy designs, gathered user feedback, and developed high-fidelity mockups, which I presented weekly to the team.

School of Visual Arts, Spring Gallery Show 2024
Conducted a marketing UI product video presentation for the group learning game application.

EDUCATION

School of Visual Arts
Bachelor of Fine Arts
October 2022 - May 2024
Portfolio (UX) Senior GPA 4.0

IXD Junior GPA 3.5

LANGUAGE

Korean
Native

English
Fluent

Japanese
Intermediate

KEY SKILLS

UX Design
User Research, Usability Testing, A/B Testing, Journey Mapping, Customer Segmentation, Competitor Analysis, User Flows, Information Architecture, Accessibility Design (WCAG), Agile Collaboration, KPI-based UX Design

UI Design
Wireframing, High-Fidelity Prototyping, Responsive Design, Design Systems, Branding, Typography, Trendy Design Style, Layout Design, UX Writing & Microcopy

Software
Figma, Adobe Creative Suite, Sketch, InVision, Principle, Axure RP, Unity Game Engine, Miro, Jira, Monday.com, Asana, HTML5, CSS3, Recordbox