

Janie Lee

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EDUCATION

University of Southern California

Los Angeles, CA

- Master of Science Integrated Design, Business and Technology (Iovine & Young)
- GPA 4.0/4.0

Class of 2026

University of Southern California

Los Angeles, CA

- BFA Design [User experience] | Minor in Web technologies & Applications | Magna Cum Laude
- GPA 3.7/4.0

Class of 2023

EXPERIENCE

Esri

Redlands, CA

Product Design Intern

May 2025 – August 2025

- Designed the Filtered Find Path, a proposed link chart feature enabling users to perform pathfinding operations within knowledge graphs by applying filters to identify or exclude specific entities, relationships, or conditions—making complex graph exploration more intuitive and user-friendly.
- Conducted workflow analysis of existing Knowledge Studio to identify usability gaps, design inconsistencies, and opportunities to lower the learning curve for Knowledge Studio users.
- Contributed to the research and design strategy for integrating Knowledge Graph based content management within ArcGIS Pro, focusing on improving content reusability and making data relationships and file linkages more discoverable in projects

Hope Unlimited For Children

Los Angeles, CA

UX Designer

February 2023 – June 2023

- Assisted in executing the rebranded vision, and redesigned user interface of Hope Unlimited for Children's website, resulting in a 36% increase in volunteer sign-ups and a 70% increase in online donations for young donor base segment.
- Designed and delivered wireframes, user stories and prototypes for user testing. Redesigned brand guidelines ensuring consistent visual identity.

McChrystal Group (Consulting)

Alexandria, VA

User Experience & Brand Design Intern

September 2022 – January 2023

- Collaborated to set product direction and design vision for the onboarding portal app and redesigned McChrystal Group's main website with the new design system.
- Developed brand guidelines and assets that were used across all social campaigns, products, and presentation materials, resulting in a consistent brand experience that increased customer recognition by 30%.
- Improved user experience by implementing changes in response to A/B testing results and optimized website visuals and information processing by allocating space strategically.

Coalition Inc.

San Francisco, CA

Product Design Intern

May 2022 – August 2022

- Redesigned the Coalition's Broker dashboard system and login pages, working alongside product designers, user researchers and developers to improve user experience in solving contingencies and renewing cyber insurances.
- Implemented data-driven design decisions, resulting in a 22% increase in automatic renewal applications
- Conducted usability testing with over 50 brokers, gathering valuable feedback that led to a 15% increase in user satisfaction for brokers.

FundrGames

Los Angeles, CA

Product Designer

Jan 2022 – May 2022

- Conducted user research, developed personas, and created empathy maps to inform product direction and align design decisions with user needs.

- Designed and maintained a cohesive design system, wireframes, and interactive prototypes for a platform connecting game developers, players, and investors.
- Collaborated in an agile team environment with daily scrums and weekly client check-ins to iterate on features, identify opportunities, and validate solutions through usability testing.

Chalypto (Project)

Product Designer

June 2023 – July 2024

- Spearheaded the development of Chalypto's user interface and experience from inception, emphasizing privacy and inclusivity, with anticipated improvements of 30% in user trust and satisfaction.
- Established a comprehensive design system for Chalypto, providing clear guidelines for typography, color schemes, iconography, and UI components, promoting design consistency and enhancing the user experience.

RippleMatch

Los Angeles, CA

Marketing and Business Development Intern

July 2020 – Jan 2021

- Selected from a pool of thousands of candidates to work closely with leaders of RippleMatch's Leadership Team
- Leveraged various growth strategies and tools including social media, email marketing, presentations, and peer and faculty member networking to grow the user base and awareness on campus
- Strategically assessed growth and performance metrics to improve, change and/or help design new growth strategies

Sephora (Brand X Challenge: Competition) Business Proposal

Los Angeles, CA

Team Lead

March 2020 – May 2020

- Led a cross-functional team to design an end-to-end user experience inspired by Sephora's brand manifesto, focusing on inclusivity and seamless interaction.
- Designed high-fidelity prototypes for Sephora's event app, including key flows such as Login, Passport, Wallet, About, and Event Pages.
- Co-developed the "Your Beauty Belongs" campaign, building a cohesive brand identity, visual assets, and business and marketing strategy for a 40'x40' experiential exhibit.

Bitzro & Partners co.

Seoul, South Korea

Design Intern

May 2019 – August 2019

- Collaborated on 5 architectural lighting projects to enhance spatial user experience, applying user-centered design principles and contributing to a 14% increase in sales.
- Created digital assets and presentation materials for client proposals and social media, aligning visual storytelling with brand strategy and marketing goals.
- Translated client needs into design concepts through cross-functional collaboration, strengthening skills in visual design, user empathy, and iterative feedback.

ACTIVITIES

- Alpha Lambda Delta Academic Honor Society, KISA (Designer), Palette Program, USC Fisher Museum of Art (Exhibition)

SKILLS

Skills: Figma, Sketch, Invision, Adobe Creative Cloud (Photoshop, Illustrator, After Effects, InDesign, Xd, Aero), Cinema 4D, Microsoft (word, excel, power point), UX/UI Design, User Research, Prototyping, User Testing, Human Centered Design, HCI, Wireframes, Information Architecture, User Journey, Interaction Design, Competitive Analysis, User Flow, HTML, CSS, PHP, Javascript, MYSQL, Interpersonal Skills, Usability Studies, Graphic Design, Design System, Visual Design, Communications

Language Skills: English (native), Korean (native), Chinese (basic)