

# Chloe Chaneun Lee

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(310) 408-0335

## Work Experience

### ■ Wells Fargo

Remote, CA, USA

#### Senior Product Designer | May 2022 - Current

Led and created essential design projects on the consumer lending team. Responsibilities consisted of designing new features in the Wells Fargo mobile application and improving user flow to optimize the experience.

- Utilized the established Wells Fargo design system and contributed new design components.
- Worked in tandem with the Research team to design user-centered products formulated on actual user needs.
- Collaborated with the Accessibility team to design products for all user types and created fully responsive screens at all breakpoints, landscape orientation, and 2x/4x enlarged views.
- Spearheaded the steps from Ideation, Research and High Fidelity prototyping to QA

### ■ Independent

Los Angeles, CA, USA

#### Freelance Designer | August 2021 - April 2022

Created fully responsive websites and built branding/visuals (research, targeting, marketing materials) for Glint Orthodontics and other clients.

### ■ Bankcard Services - NAVYZ

Torrance, CA, USA

#### Lead UX Designer | May 2018 - July 2021

Led designs on creative projects in solutions design team. Responsibilities included building enhanced UI/UX of **IOrderFoods** Web App Product, designing UI/UX of **IPA Payment Solution**, and creating various design solutions to improve user satisfaction and drive results.

- Online ordering web app UI/UX improvement
- Academy online payment solution UI/UX design
- Knowledge portal creation for efficient customer service

#### UX Designer | October 2016 - April 2018

Led and created Company's official website(NAVYZ.com), brand identity and participated in eCommerce projects.

- Company website redesign & rebranding (information architecture, contents, graphics, visuals, company identity)
- Ecommerce website template design & user testing

## Skills

UX/UI Design  
User Research  
User Flows  
Prototyping  
Wireframes  
Usability Testing  
Responsive Web Design  
Visual Design  
Branding

Figma / XD  
Illustrator  
Photoshop  
Indesign

HTML/CSS/JavaScript

## Education

### University of Ulsan

Bachelor of Digital Content Design | 2010-2014

1st Place for the 2014 Academic Exhibition of Design School