Chloe Chaneun Lee

Designer | Thinker | Explorer

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Orange, CA

EXPERIENCE

✦ Capital Group, Los Angeles — *Sr. UX Designer*

NOV 2024 - DEC 2025

Led the design of **complex retirement plan management workflows**, translating regulatory and enterprise constraints into intuitive, scalable user experiences.

Designed **reusable UI components and scalable patterns** in Figma, extending Capital Group's design system to support enterprise-level consistency.

Created detailed **user flows, wireframes, and interactive prototypes** to align stakeholders and accelerate decision-making.

Improved accessibility, usability, and trust in high-stakes financial workflows.

✦ Wells Fargo, San Francisco — *Sr. Product Designer*

MAY 2022 - JUN 2024

Led key design initiatives on the Consumer Lending team, focusing on mobile experiences within the Wells Fargo app.

Designed end-to-end interaction flows, wireframes, and high-fidelity prototypes using the Wells Fargo design system, **grounded in user research, usability testing, and A/B experimentation**.

Transformed **financial anxiety into confidence** by creating intuitive, customer-first journeys with clear decision paths, **effectively reducing user drop-off rates** through iterative testing and refinement.

✦ NAVYZ, Torrance — *UI/UX Designer*

OCT 2016 - JUL 2021

Led the end-to-end redesign of the IOrderFoods and IPA Payment platforms, **supporting e-commerce ordering and checkout flows** while unifying fragmented journeys into cohesive, intuitive experiences.

Simplified complex **e-commerce and payment workflows** across responsive web interfaces to improve task efficiency, conversion, and user satisfaction.

Defined interaction patterns and UI standards to support **consistent, scalable experiences across multiple e-commerce products**.

Spearheaded the **first major redesign in 10 years** of NAVYZ.com, modernizing the brand and improving usability.

SKILLS

UX/UI Design

Design System

Information Architecture

User Flows

Wireframing & Prototyping

User Research

Usability Testing

Figma

Cursor

Lovable

Wordpress

EDUCATION

Memorisely

AI Design Bootcamp
JAN - FEB 2026
Exploring agentic and generative AI workflows

University Of Ulsan

Bachelor of Digital Content Design
MAR 2010 - MAR 2014
1st Place – 2014 Design School Academic Exhibition