



ABOUT ME

I'm a passionate User Experience Designer with knowledge in the user-centered design. I advocate for user needs through planning, design and implementation ensuring all output reflects a solid understanding of UX principles.

I have a strong desire to inspire creativity, innovative thinking and offer compelling solutions that translate into building world-class interactive experiences and products across all digital platforms. Working closely with engineering, research and business lines, I have contributed to the development of interface design, interaction models, content structure, ensuring that all of them reflect a clear understanding of target audience behavior, meet their expectations and user needs.



CONTACT



geunbae-lee.com



[linkedin.com/in/geunbaelee](https://www.linkedin.com/in/geunbaelee)



dribbble.com/geunbae-lee



medium.com/@geunbaemikelee



geunbaelee@fb.com



MY SKILLS



UI/UX/Product/Interaction Design



UX Research (SPSS / Survey / User Testing)



Microsoft Word / Excel / Powerpoint



Sketch / Photoshop / Illustrator



HTML5 / CSS3 / Javascript / jQuery



Framer.js / Invision / Origami / Prototpie



Balsamiq Mockups / Axure RP



Java / Python / C# / Arduino



AR / VR (Unity / Vuforia)



Intuitive / Problem Solver / Collaborative
Creative / Communicative / Visionary
Passionate / Detail oriented

Geunbae Lee

Product Designer at Facebook



EDUCATION



Master of Science in Human Computer Interaction

Georgia Institute of Technology Aug 2016 - May 2018



Bachelor of Arts in Psychology

University of Michigan - Ann Arbor Sep 2009 - May 2015



EXPERIENCE



Product Designer

Facebook Jun 2018 - Present

- Designing flows and experiences that are incredibly simple and elegant
- Taking broad, conceptual ideas and turn them into something useful and valuable for our billion plus users
- Contributing to high-level strategic decisions with the rest of the product and executive teams
- Giving and solicit feedback from other designers in order to continually raise our bar for quality



Graduate Teaching Assistant

Georgia Tech Jan 2018 - May 2018

- Teaching a project based class called CS 8803 - Mobile Apps and Services (MAS) as a Graduate Teaching Assitant



Graduate Research Assistant

Georgia Tech - Research Network and Operations Center Aug 2017 - Dec 2017

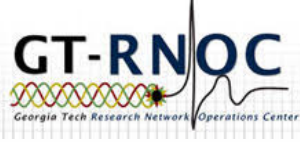
- Solely in charge of updating the designs and maintaining the CIC website (cic.gatech.edu) and RNOC website (rnoc.gatech.edu)
- Produced and published multiple poster, sticker, banner and other print designs to promote the CIC event and the RNOC lab



Product Design Intern

Facebook May 2017 - Aug 2017

- Contributed to a project to help advertisers set target frequency for the Ads
- Came up with the user flow for advertisers to select custom audience as their target audience when viewing the Ad results
- Designed graphs, tables and other data visualizations to assist advertisers to see their Ad results
- Received 1st place (People's Choice) - Facebook Seattle Hack-a-thon



Graduate Research Assistant

Georgia Tech - Research Network and Operations Center Dec 2016 - May 2017

- Continued with the self-initiated project (GT Find Class) which is an application that assists students to easily find classes based on their class schedule.
- Designed a mobile app for a Smart Grill monitor which will also be launched as a half-day IoT curriculum for the Georgia Tech Professional Education.
- Produced visual designs including posters, banners, logos for apps, and other kinds of UI elements.



Graduate Assistant

Georgia Tech - Research Network and Operations Center Aug 2016 - Dec 2016

- Initiated a project (HTML5 application) to help Georgia Tech students find classrooms based on their schedule.
- Managed GT-RNOC Lab website CIC and GT Journey website using Drupal.
- Produced visual designs including posters, logos for apps, and UI elements for various apps.