# Justin Jaewon Lee

**UX Researcher & Designer**

[Portfolio](#)
[LinkedIn](#)
leej1602@newschool.edu
(917) 734-5873
New York, NY

## Education

**Parsons School of Design - The New School -** *M.S. Strategic Design and Management* | New York | Sept 2024 - May 2026
**New York University -** *B.S. Sports Management, Organizational Management* | New York | Sept 2012 - May 2018

## Professional Experience

**Sygma -** *UX Designer* | New York | Feb 2024 - August 2024

- Conducted user research and market analysis to improve event scheduling and project tracking, enhancing issue visibility and streamlining workflows.
- Designed project insights 2.0, introducing a Gantt chart for progress tracking and a Notes feature for managing issues, actions, and discussions.
- Implemented AI-driven notifications and insights, boosting user engagement and proactive issue resolution.
- Led design workshops with the CEO and stakeholders, aligning UX strategy with business goals.
- Conducted competitive and industry research across multiple sectors to inform product design and market alignment.
- Expanded the CEO's LinkedIn network by 500+ connections and secured 15+ high-value meetings, uncovering user needs and business opportunities.

**SitByCare -** *UX Designer* | San Francisco | Aug 2022 - Dec 2022

- Designed and launched the SitByCare Hospitals landing page, enhancing user comprehension and engagement.
- Developed the Hospital Sitter Management Platform, streamlining hiring, scheduling, and payments for healthcare providers.
- Led weekly design critiques, collaborating with stakeholders to refine user flows and drive innovation.

**Bright Machines -** *Enterprise Account Development Representative* | San Francisco | Feb 2020 - Oct 2021

- Exceeded quota consistently: Q2 2020 (111%), Q3 2020 (116%), Q1 2021 (109%), and Q2 2021 (109%); recognized as a Top Performer for surpassing quotas.
- Led sales presentations, articulating Bright Machines' value proposition and uncovering new revenue streams while managing 70+ accounts in the Northwest territory.
- Developed and implemented an SDR SOP & training toolkit, improving onboarding efficiency by 60% and accelerating team productivity.

**Fictiv -** *Enterprise Sales Development Representative* | San Francisco | May 2019 - Feb 2020

- Top performer, exceeding Q3 quota by 120% and the only SDR selected for AutoDesk University (2019), securing 40+ qualified accounts and meetings.
- Increased qualified leads by 30% and meetings by 40% through account-based sales strategies and targeted outreach.
- Trained new SDRs on the Fictiv platform and sales tools, accelerating ramp-up and improving team performance.

## Certifications

**Linkedin -** The complete Sales Prospecting Bootcamp Course, Business Process Improvement, Persuading Others, Negotiation Skills
**Udemy Certificates -** The Complete Figma Course, Motion Design with Figma, Master Digital Product Design, Become a Product Manager
**General Assembly -** User Experience Design Immersive | 2022

## Tools / Skills

**Tools:** Figma, Canva, Microsoft Excel, PowerPoint, Google Suite, Slack, Zoom, Monday.com, Miro, Asana, Salesforce, Okta, Outreach, Salesloft, Zoominfo

**Technical Skills -** User Research, Usability Testing, A/B Testing, Persona Development, Wireframes, Prototypes, User Flows, Web/Mobile Design, Accessibility, Inclusive Design, Product Marketing, Sales, Business Development, Project Management, Design Systems