



Adrienne Hyunsoo Lee

Adrienne is a user experience designer and researcher in Canada. She has a great passion for understanding human cognition and applying this understanding to her work.

www.a-h-l.net

adrienne@a-h-l.net

905 580 1931

Experience

Jumping Elephants

UX Designer | April 2016 - Present | Ottawa, Canada

- Works with a large base of Government of Canada clients to improve the user experience of their digital products.
- Conducts research (Designs research, recruits participants, facilitates testing, and analyzes findings).
- Delivered recommendations based on research and industry best practices.
- Designs interfaces (wireframes, mockups, prototypes) and information architectures.

WelcomeHomeTO

UX Designer | Mar 2016 - April 2016 | Toronto, Canada

- Worked with a multidisciplinary team to create a digital platform to better connect refugee settlement systems.
- Conducted and synthesized user research (Ethnographic interviews, persona development, user journey mapping).
- Wireframed key features.

Service Canada

Digital Designer | Oct 2014 - Dec 2015 | Toronto, Canada

- Worked with various teams and departments at Service Canada to create digital products for internal use.
- Distilled complex information into user-friendly guides, with use of plain language and clean layouts.
- Analyzed the usability of pension applications.
- Participated in a nationwide Government of Canada innovation challenge, collaborating with a multifaceted team. Created user scenarios, developed concepts and UI.

What Does it Mean to Make an Experiment

Exhibition Designer | Jan - May 2014 | Copenhagen, Denmark

- Worked with an interdisciplinary team of designers to create an exhibition experience for works by Ph.D candidates at the Center for Information Technology and Architecture.
- Created cohesion and continuity in disparate projects by designing a consistent brand throughout the exhibition.
- Successfully materialized concepts and sketches into an exhibition experience by opening night.

Education

OCAD University

BDes, Industrial Design
Sustainability in Design Minor
Toronto, Canada
2010-2015

Royal Danish Academy of Fine Arts, School of Design

Exchange Program
Copenhagen, Denmark
Spring Semester 2014

Skills

Usability testing
Eyetracking testing
Treejack testing
Competitive research
Heuristics analysis
SEO analysis
Stakeholder interview

Tools

Adobe Creative Suite
Microsoft Office Suite
Sketch 3
Invision
Balsamiq
HTML5 and CSS

Books

Just Enough Research by Erika Hall
Emotional Design: Why We Love (or Hate)
Everyday Things by Donald Norman
The Eyes of the Skin: Architecture and the Senses by Juhani Pallasmaa