

“UX & Visual Designer passionate about ethical, human-centered digital experiences. Combining strategy, research, and design to solve social and cultural challenges.”



## Gyumin Lee

### UX & Visual Designer

#### Contact

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#### Skills

- User Research and UX Design
- Strategic Thinking and Data Analysis
- Project Management
- Team Collaboration
- Cross-cultural Collaboration
- Ethical and Purpose-driven Mindset
- Visual Communication

#### Tools / Hard Skills

- MS Office Suite
- UI/UX Design (Figma, Adobe Suite)
- Business Modeling and Pitching
- Data Handling (Excel, Sheets)
- Bilingual Documentation (Korean/English)

#### Languages

- English (Advanced)
- Korean (Native)

#### Work Experience

##### MondayMorning CreativeLab UX & Content Designer

JAN 2023 - PRESENT

- Designed and maintained bilingual (KR/EN) content for digital platforms, ensuring consistency across website, exhibition microsites, and social media
- Collaborated with design and strategy teams to align content flow and UX writing with brand voice and campaign goals (e.g., BTS, BLACKPINK exhibitions)
- Supported the planning and execution of interactive digital experiences and assets for pop-ups and installations, contributing to cross-functional project sprints

##### Korea I-Corps (Gov't Startup Program) UX Research Lead

MAR 2022 - DEC 2022

- Led user research and journey mapping for “FLEAK,” an AI-powered ATC training platform targeting beginner pilots in global aviation
- Conducted over 60 in-depth interviews with U.S.-based aviation trainees to extract pain points in real-time communication training
- Translated research insights into wireframes and user flow scenarios, collaborating with a cross-functional team on MVP concept development and value proposition design

#### Education

##### Ewha Womans University — Seoul, South Korea

B.A. in Christian Studies (Primary Major),  
Double Major in Business Administration and Content Convergence

MAR 2020 – Expected AUG 2025

- Completed interdisciplinary coursework in UX design, interaction design, and strategic innovation to address both public and business challenges
- Led several UX design and research projects, including user interviews, platform evaluation, persona creation, wireframing, and prototyping
- Prototyped platforms such as **memo;Lyrics** (emotional journaling), **Holive** (solo-dweller community), **Jump-Up** (concert engagement), **FLEAK** (ATC training app), and **Incheon Airport** UX Redesign

##### University of Bologna — Bologna, Italy

Exchange Program in Business Administration

FEB 2024 – JUL 2024

- Completed coursework in business and economics, focusing on global markets and cultural policy perspectives
- Gained cross-cultural collaboration experience through team projects with international peers
- Explored Korea's demographic issues through a policy proposal examining Confucian social norms