

# Changyun Lee

changyooning@gmail.com  
401-440-5912  
changyunlee.com

## EDUCATION

### *Rhode Island School of Design*

Class of 2023  
BFA, Graphic Design

### *Korea University*

Summer 2020  
Behavioral Psychology

## COURSES

Graduate Type Design  
Identity Design  
UX/UI  
Type in Motion

## ACHIEVEMENTS

RISD Honors Student  
Google UX Design Certificate  
Adobe Certified Professional

## SKILLS

User Research  
Info Architecture  
Wireframing  
Usability Testing  
Visual Design  
Brand/Type Design

## TOOLS

Figma  
XD  
ProtoPie  
Photoshop  
Illustrator  
InDesign  
After Effects  
Glyphs  
RoboFont  
Excel

## WORK

### *Product Analyst – Coupang [Search & Discovery]*

August 2023 – Current | Mountain View, CA

- **Search quality improvement for e-commerce platform**
  - Identify opportunity areas based on voice of customers
  - Fine-tune ranking algorithms, leading to a 25% increase in query purchase rate compared to Q3 2023
- **Cross-functional analysis tool development**
  - Initial ideation proposal to leadership with a product manager
  - Gathered pain points of product analysts and engineers with four debugging tools, created wireframes and prototypes, iterated based on feedback, worked with engineering for implementation
  - Search&Discovery team now has a single tool to learn/utilize which streamlined training process and reduced onboarding time
  - Simplified analysis steps before experiment launch, reduced task completion time by over 35%

### *Product Designer – Paper Cup*

Jan 2023 – Aug 2023 | Providence, RI

- Developed comprehensive design principles and brand guideline for the college community app
- Product ideation, strategy, user research, user flows and mockups
- Collaboration with Google engineer on implementation details
- Lead the marketing team to drive user acquisition
- Published in App Store on April 15, 2023

### *Freelance Designer – Rebranding Koreatown Plaza in LA*

May 2023 – Aug 2023 | Remote

- Created a comprehensive branding package through multiple discussions with a client to finalize logo concepts

### *Type Design Intern – Morisawa USA [Occupant Fonts]*

Dec 2022 – Feb 2023 | Providence, RI

- Designed latin typefaces and researched multi-script typography
- Brand promotion on Instagram

### *Product Design Intern – GG Studios [myQR]*

Apr 2022 – Sep 2022 | Remote

- Partnered with Adobe UX designer on creating ideations and user flow for a dynamic QR code generator with customizable link in bio
- Carried out user research on diverse demographics

### *Freelance Designer – Hospital Website Redesign*

Jul 2021 – Aug 2021 | Seoul, South Korea

- Redesigned Information Architecture and organization of content to improve navigation compared to existing website of Kim Jong Woong Internal Medicine