

# Leeae Joo

## UX/UI DESIGNER

with a passion for VIDEO

jooleeae@gmail.com

linkedin.com/in/leeae-joo

www.leeaejoo.com

## TOOLS

Figma

Adobe Photoshop

Adobe Premiere Pro

Final Cut Pro

Procreate



## SKILLS

UX Research

User Interviews

Information Architecture

Wireframing

Prototyping

Usability Testing

Interaction Design

Accessibility Design

Responsive Design

## PROFILE

---

I'm a UX designer who understands the business side of boosting conversion and meeting client needs. I've worked in the fast-paced world of fashion for 10 years, and it's my nature to manage multiple projects within tight deadlines. I iterate at a rapid pace, refining my work daily while knowing how to manage people and projects effectively. I seamlessly blend creativity with profit-driven solutions, specializing in incorporating video elements into my designs.

## EXPERIENCE

---

### UX Designer | The Climate App

JAN 2024 - PRESENT, REMOTE, UK

- Leading comprehensive usability tests for The Climate App in various countries for hard launch in Spring 2024, focusing on feature expansion for both iOS and Android, using TestFlight and Figma.
- Conducting in-depth analysis of the overall app experiences and preparing presentations for the strategic business expansion into North America.
- Collaborating on design tickets for various phases and new features with development and marketing teams, managing and prioritizing tasks, and adopting agile methodologies by utilizing Trello.

### Store Manager | Urban Outfitters

JUN 2021 - AUG 2023, WEST VANCOUVER, BC

- Analyzed sales and industry trends to maximize profitability for the store targeting \$3 million annually, strategizing to minimize expenses, and achieve loss prevention goals.
- Managed 100+ employees, handling hiring, training, scheduling, coaching, mentoring, and providing feedback to enhance team capabilities.
- Resolved escalated customer complaints positively, making decisive decisions at every moment to represent the brand image.

### Visual Merchandising Manager | Old Navy

JAN 2020 - JUN 2021, RICHMOND, BC

- Led visual planning in a 30,000 sq ft space, aligned the team, managed product placement, and coached for department completion.
- Performed customer service leader duties, drove sales, managed the sales floor, and employee schedules to achieve business goals.

### Head Visual Specialist | Urban Planet

DEC 2013 - DEC 2019, TORONTO, ON

- Designed weekly company visual directives for runways, window displays, and visual presentations, and produced accompanying visual guidebooks.
- Traveled across Canada for 50+ store openings ranging from 40,000 to 90,000 sq ft, overseeing floor layouts, visual merchandising, and mannequin stylings, while coaching the new team and meeting tight deadlines.

## EDUCATION

---

UX Design, Diploma | BrainStation | Vancouver, BC

Fashion Management, Diploma | George Brown College | Toronto, ON