

Rosie Bohye Lee | UI/UX & Web Designer

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SUMMARY

Web & UI/UX Designer bridging creative visual storytelling and clean front-end logic. Combines a software systems background with AI-assisted workflows to design responsive, conversion-driven websites and scalable design systems.

EXPERIENCE

Freelance Web & Brand Designer

UNA Network | Burnaby, BC | Jul 2026

- Directed end-to-end brand identity and responsive website design (unanetwork.com) for a local IT services provider.
- Crafted custom logo, visual identity, and interactive Figma prototypes; delivered 5+ reusable social media templates for brand launch.
- Implemented a headless CMS architecture (Sanity) and contact pipeline (Formspree), empowering client self-publishing without code.

Product Designer Intern

Bravo Rewards | Richmond, BC | Apr 2026 – May 2026

- Analyzed onboarding drop-off points and redesigned the user flow to reduce cognitive fatigue and improve early engagement.
- Built a core set of reusable social media templates for Instagram, establishing cohesive brand standards and accelerating marketing asset turnaround.
- Wireframed landing page concepts in Figma, securing stakeholder approval for core UI layouts and content hierarchy.

Lead UX Designer & Scrum Master

Solace – BCIT (Award-winning Project) | Burnaby, BC | Sep 2025 – Dec 2025

- Spearheaded end-to-end UI/UX for an AI recovery mobile app in Figma, winning 2nd Place at the BCIT Final Project Showcase.
- Managed Agile sprint schedules and design-to-development handoffs, presenting concepts to stakeholders with a 100% on-time delivery record.

Data and Reporting Assistant

GFL Environmental Inc. | North Vancouver, BC | May 2024 – Jul 2024

- Boosted survey response rates by redesigning client communications and reporting interfaces.
- Bridged communications between vendors and analytics teams, eliminating workflow bottlenecks to accelerate core deliverables.

IT Systems Administrator

Samjin Pharm Co., Ltd | Seoul, Korea | Sep 2013 – Oct 2015

- Liaised between software vendors and internal teams to deploy a web portal and ERP Systems; led UX workflow updates and training presentations for 500+ staff, including C-suite leadership.

EDUCATION

- **Diploma in Digital Design and Development (D3)** | BCIT, Burnaby, BC | 2024 – 2026
- **Bachelor of Science in Digital Media Software** | Sangmyung University, Seoul, Korea | 2009 – 2013

SKILLS

- **Design & Tools:** Web UI/UX, Responsive Design, Wireframing, Rapid Prototyping, Design Systems, Figma, Adobe CC (Photoshop, Illustrator, InDesign, After Effects), WCAG
- **Code & Web:** HTML5, CSS3/Tailwind, JavaScript, React, Headless CMS (Sanity), WordPress, Git, AI-assisted development (Claude Code)