

# Na Yeon Lee

lee.nayeon90@gmail.com  
[nayeonlee.com](mailto:lee.nayeon90@gmail.com) (password: design)

## ABOUT ME

I'm a curious and passionate Product Designer with over 8 years of experience, currently in retail banking, and now seeking new challenges in designing complex financial products. My approach blends systematic thinking with a deep understanding of user behaviour, allowing me to craft solutions that truly resonate.

I excel at uncovering insights, solving real problems, and collaborating closely with cross-functional teams to bridge design and development. Efficiency and prioritisation are central to my process—I scope work effectively and make decisions based on logic and user needs. I believe in working smart, not just hard, by establishing clear processes that drive impactful solutions and align with business goals.

## UX/UI SUPERPOWERS

Fast Learning | Collaboration | Team Culture | Problem Solving | Systematic Thinking | Curiosity | Data-Driven | Decision Making | Technological Proficiency | Process | Strategic Scoping | Efficiency | Regulatory Awareness | Innovative Thinking

## EDUCATION

- **Flatiron School, London**  
Front End Web Development (HTML, CSS and JavaScript)
- **Konkuk University, Seoul**  
Bachelor of Arts, Film/Cinema/Video Studies

## EXPERIENCE

### Chase JP Morgan, London

Senior product designer (Design System) Apr 2023 - Current

- Lead the end-to-end component design process for 50+ components, from initial initiative through implementation and ongoing maintenance, achieving a 5% quality improvement each quarter.
- Serve over 20 product teams across two international platforms, delivering a global and flexible design system that meets diverse business needs.
- Facilitate office hours twice a week and manage a support channel to centralise 100% of inquiries from product designers, engineers, and product teams, enhancing team communication and process efficiency by consolidating previously scattered discussions.
- Conduct audits and build processes for legacy components, focusing on design, deprecation, and adoption, while contributing to future iterations of the design system.
- Collaborate with React Native, iOS, and Android engineers to design and build components, optimising solutions based on platform limitations.
- Create and deliver training materials and roadmaps to support design system adoption, enhancing team efficiency and process understanding.

### Countingup, London

Product designer Aug 2022 - Jan 2023

- Led the end-to-end design lifecycle from discovery to implementation, focusing on user-centric solutions aligned with business goals.
- Collaborated with cross-functional teams to define, design, and iterate on product features efficiently.
- Maintained and improved the design system for consistency across products, refining design standards and processes to enhance quality.
- Conducted user research, including interviews, scriptwriting, and prototype testing, to validate design decisions and improve user experience.

### Liberty London, London

UX/UI designer Jul 2017 - Jul 2022

- Utilised user engagement metrics and data analysis to enhance website design, optimising customer journey efficiency.
- Made informed decisions using a deep understanding of Salesforce architecture for effective content management and platform utilisation.
- Secured stakeholder buy-in by delivering interactive and responsive designs that met project requirements.

### Biglight, London

Digital designer Sep 2016 - Jul 2017

- Worked with a diverse range of clients on various campaigns and platforms, tailoring design solutions to meet specific needs.
- Conducted user testing using methods such as room interviews, prototyping, A/B testing, heatmaps, and camera testing to gather insights and refine design strategies.