

Leeae Joo

UI/UX DESIGNER

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PROFILE

My passion for UX design is fueled by my 10-year background in fashion, where trendspotting was second nature. I'm committed to creating user-first experiences, leveraging my design-driven analytical skills and deep understanding of customer needs to lead with creativity.

SKILLS

Figma, Adobe Photoshop, Procreate, Adobe Premiere Pro, Final Cut Pro, Microsoft Office, User Research, Information Architecture, Wireframing, Prototyping, Usability Testing, Interaction Design, UI Guidelines, Accessibility Design, Responsive Design

EDUCATION

BrainStation | Diploma, UX Design

SEP 2023 - DEC 2023, VANCOUVER, BC

Ryerson University | Retail Management

SEP 2016 - APR 2017, TORONTO, ON

George Brown College | Diploma, Fashion Management

SEP 2011 - APR 2013, TORONTO, ON

PROJECTS

UI/UX Designer | Response to Return Fraud - SCAN PRO

SEP-NOV 2023, BrainStation / Capstone-Individual Project

- Defined a challenge of return fraud in the clothing retail sector and designed a long-term solution involving a self-returning system utilizing RFID tags and machine learning, the solution aims to detect damages and abuses of policy through a self-returning machine, ultimately contributing to enhancing company profits.

Lead UX Designer | Shopify Optimizing Ecosystem

NOV 2023, BrainStation / Hackathon-Industry Challenge

- Led a cross-functional team, including UX design, data science, and web development, to address Shopify's problem space and designed a task flow solution for "Create an Online Store" with 7 desktop pages within 24 hours.

UX Designer | Redesign BC Park

OCT 2023, BrainStation / Heuristics Evaluation

- Conducted a heuristics evaluation based on Norman's 10 heuristics for the BC Park website, informing a redesigned booking flow to enhance usability.

EXPERIENCE

Store Manager | Urban Outfitters

JUN 2021 - AUG 2023, WEST VANCOUVER, BC

- Managed 30+ employees, handling hiring, training, scheduling, coaching, mentoring, and providing feedback to enhance team capabilities.
- Analyzed sales and industry trends to maximize profitability for the store targeting \$3 million annually, strategizing to minimize expenses, and achieve loss prevention goals.
- Instructed merchandising, displays, and inventory control, conducting training sessions to ensure the maintenance of high standards of brand expectations.
- 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, encompassing runways, window displays, and visual presentation, and issued visual guidebooks in accordance with the company agenda.
- 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.