Jois Lee

Product Designer

Using Empathy and Systematic thinking to create intuitive products enjoyable to users

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Wheaton College '14–'18
B.A. Communication; Psychology

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Socials

Linkedin
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Medium
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Tools

Figma; Adobe XD

Figjam; Miro

UserTesting

Jira, Confluence

Notion

Webflow; Squarespace

Adobe XD, InDesign,

Google Analytics

Microsoft Office suite

Languages

Korean
Native

English
Native

Experience

2022 – Present 📍 Chicago, IL

The Aspen Group
UX Designer

TAG is a family of healthcare brands (Aspen Dental, Chapter, ClearChoice, WellNow, and AZPetVet) whose goal is to bring better healthcare to more people by making it more accessible.

- Evolved the design system and brand guidelines to ensure scalability and consistency across our brands and products. In addition, spearheaded the documentation effort for form patterns

- Executed comprehensive end-to-end UX design on shipped products like WellNow website and Aspen Dental's Patient Check-in as the Lead UX designer with stakeholders, resulting in the shipped product drastically increasing benchmarked usability score.

- Led UX workshops for PMs, Engineers, and leadership (project planning, design thinking, research and synthesis, generative collaboration and prioritization of design opportunities). Conducted numerous office visits for interviews and field observation of Patients, Patient Service Representatives (PSR), Office Managers (OM), Dental Assistants (DA), and Doctors

- Designed and developed dental Enterprise Practice Management System (EPMS) used across 1000+ locations based on feedback from Patient Service Representatives (PSR), Office Managers, Call Agents, Dental Assistants, and Doctors. Some of the features include PSR and Call Agent dashboards, and Patient Communication Tool.

- Collaborated closely with product, engineering, and stakeholders across full development life cycle through user research, analysis, product requirement refinement, information architecture, user flows, iterative lo and hi-fi mockups, prototypes, user testing, documentation, handoff, refinement, and support post-release

- Contributed Design Ops improvements for small team of 5, including establishing new guidelines and processes in user research, documentation, and design system (design tokens)

- Regularly sought and participated in design reviews with project teams and broader UX team through a lens of usability, accessibility, feasibility, and aesthetic quality

2019 – 2022 📍 Chicago, IL

Freelance
Product Designer

- Conducted user research through: desk research, interviews, and surveys

- Presented findings and designs to clients/stakeholders

- Headed designs and optimized user flows for complex navigation processes from design thinking to production

- Built organizations' design systems through ; created concepts, wireframes, and interactive prototypes

- Conducted internal user testing that achieved 90% user satisfaction

- Improved recruiters' user experience by implementing automation features, resulting in an efficiency boost in candidate tracking on one platform without toggling between LinkedIn and ATS

Skills

Design

Design System	Lo~hi fi wireframe	Prototype	Responive design	Documentation

Research

User Research & Strategy	Information Architecture, site maps	Interviews, testing	User flows, process flow	Stakeholder relationships, collaboration