Reina Lee

Experience Designer / UX Researcher

yerimreinalee.com
linkedin.com/in/yr-reina-lee
lyri02110@gmail.com
+1 (562) 643-4883
Based in Los Angeles, CA (Open to relocation)

EXPERIENCE

Oct 2024 - Present
Extended Studies Assistant, ArtCenter College of Design
Pasadena, CA

Assist the Dean of Extended Studies in successfully relaunching ArtCenter Extended Studies by the end of 2026.

- Developed a five-year "Future Catalog" to showcase the evolution of extension studies program offerings by researching and benchmarking 15+ competitors' catalogs, websites, and templates to identify effective solutions, highlighting clear pathways and hierarchy systems to communicate the future program structure and show how individual courses connect to certificates.
- Constructed Self-Guided studies lesson plan and at-home activity contents for prospective students (for kids to professionals) for them to explore their interests and see potential career paths and future insights.
- Led the production of a 'Sketchbook Workshop' video to be showcased in front of 40+ students (grades 4–12) by preparing interview questions, interviewing 4+ department chairs, and managing the team with leadership.
- Designed a clear, data-driven visualization of the development process for degree and non-degree programs by researching design solutions, iterating through wireframes, and delivering polished visuals under a tight timeline.
- Synthesized historical research data into comprehensive summaries and reviews, integrating updated information to drive actionable insights
- Executed in-depth competitive analysis of 10+ institutions, identifying key differentiators and best practices to inform strategic planning

Feb 2023 - Sep 2024
Web Design Intern, BENEV Company
Lake Forest, CA

Supported product launches, trade shows, and marketing efforts by conducting competitor research, redesigning web pages and managing E-learning programs.

- Projected 2-hour length E-learning process to enhance the customer experience, providing valuable insights and in-depth
- knowledge about their products.
- Debugged and updated the shop page using HTML/CSS, improved the website's visual design and user experience.
- Performed in-depth research on the competitors' benchmarking, developed mood boards, and redesigned webpages ensuring an engaging and competitive online presence.

PROJECT

Jan 2025 - Present
Design Researcher, Project Keepsake
Los Angeles, CA (Remote)

Collaborate with the DFDR (Design for Disaster Response) team to recreate keepsakes lost by youth in the LA fires through illustration and design.

- Outlined qualitative interview questions with empathy to understand the needs and challenges of families affected by the LA fires.
- Collaborated with Odyssey Charter School to create quantitative survey forms, receiving 10+ submissions.

EDUCATION

Sep 2024 - Present (Anticipated: August 2027)
ArtCenter College of Design
Pasadena, CA
Bachelor of Science in Interaction Design (BS)

Mar 2019 - Aug 2023
Sookmyung Women's University
Seoul, South Korea
Bachelor of Fine Arts (BFA)

RECOGNITION

May 2024
TOP 20 Inspire Oakland Billboard Design finalist
BRIDGEGOOD × Adobe

Sep 2024 - Present
ArtCenter Scholarships
ArtCenter College of Design

SKILLS

Design

User Experience, Wireframing, Prototyping, Typography, Web Design, Interface Design, User Research, Usability Testing, Design Strategy

Software

Figma, InDesign, Photoshop, Illustrator, Premiere Pro, Blender, Unity, HTML/CSS, JavaScript, Python