

# JONGBUM LEE

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## EXECUTIVE SUMMARY

Expert in visual design and online application development in agile environment between self-organizing cross-functional teams across global locations for rapid delivery of Human Capital Management (HCM) product trainings and support platforms and aligns with customer needs and company goals. Executing all visual design stages from concept to final hand-off to engineering. Conceptualizing original ideas that bring simplicity and user friendliness.

## SELECTED ACCOMPLISHMENTS

### *Web-portals:*

New design CMS and Knowledge management aligned with product value served client supports with real-time updates reduced clients call volumes significantly and increased net promoter score. New release product functional updates with graphic design reduced internal email volumes and increased associates engagement.

### *Online training system:*

Modernize visual design new ADP online training system reduced instructor-led classroom trainings and increased client retention rate. Highly customized HTML/CSS MS Office and Adobe Captivate template greatly reduced development time by automated generation of reusable modularizing contents to across nationwide developers. The template was awarded by Training magazine.

### *ADP Enterprise system graphic UI/UX:*

Creating user journey persona and design graphic components aligned with product roadmap led complex functions to user-friendly system and increased corporate clients usability and reduced supports. Rapid mockups from wireframe reduced product development cycle time across functional areas using Adobe Creative Suite, prototyping tools – Sketch and Axure.

### *Re-design digital UX assets:*

Identify and rebrand visual UI elements of enterprise division worldwide to align new ADP branding initiation to various digital and printing assets collaborating with corporate leadership.

## PROFESSIONAL EXPERIENCE

### **Microplasmasure, Piscataway, NJ**

6/2018 – Current

**Senior UI Designer, A distributor of EP Purification at Univ. of Illinois at Urbana-Champaign, EPA funded microplasma technology**

- Design corporate and product visual identity
- Establish scalable JavaScript framework layout and website
- Create digital UI components to engineers aligned with new product lineups
- Design digital assets from product to client supports, marketing collaterals

### **ADP, Parsippany, NJ**

5/2014 – 6/2018

**Senior UI/UX Visual Designer**

- Design user interfaces and create the best user experience for enterprise applications
- Customize CSS, HTML, JavaScript and design graphics elements
- Develop visual themes client support e-learning and knowledge management platforms
- Design prototype and mockups wage transition applications for rapid development in scalable structure
- Wireframes and storyboards to conceptualize design and set best practices

- Evaluate and measure human-computer interaction (HCI) element of a final transaction screens
- Collaborate on user journey scenarios, end-to-end client digital experiences
- Develop and train staff on HTML and CSS templates to maintain ADP brand standards
- Co-branding and customize 3<sup>rd</sup> party collaboration applications to support worldwide associates
- Create product trainings responsive designs for seamless integrations to multiple device deliverables
- Design and manage marketing and sales communication and presentation materials

**ADP, Parsippany, NJ**

6/2009 – 5/2014

**Lead Visual Designer**

- Design graphic elements for product and training web-based materials
- Design stage of the design thinking process and a task analysis a diagram of a user must take in order to complete a goal.
- Collaborate client support online platform design and create UI components to hand off to engineers in User-Centered Methods and User Analysis
- Documenting user requirements, screen designs, design recommendations to cross functional teams
- Design email campaign and run web analytical data to track sales efforts
- Support marketing staff to create and manage various events visual collaterals
- Design rapid prototype and web-based product demo layouts for new updated functions
- Design and co-brand global associates intranet platform user interface
- Create and manage client communication and certification program visual layout

**ADP, Parsippany, NJ**

4/2003 – 6/2009

**Graphic UI Designer**

- Design graphic components and layout for client support web-based client support platform
- Create illustrations and concept graphics including technical graphics, line art, forms, flow charts
- Design concept graphics and sales presentations adhere to corporate branding guidelines
- Create and maintain customized MS Office templates components to automate the web content tasks
- Design marketing and sales collateral – logo, banners, posters, brochures

**Mformation - IoT Innovation (Nokia), Edison, NJ**

12/2001 – 4/2003

**Senior Graphic UI Designer**

- Designed front-end UI and layouts enterprise applications for major wireless network clients
- Developed and supported product prototypes mockup with developers and engineers
- Designed and managed simulation product demo run with global sales staff
- Tested and implemented UI themes and CSS with QA team for new releases
- Created and maintained corporate website, presentations, and web-based customer support platforms
- Oversaw look and feel of marketing collaterals accordance to products strategies

**Kirusa Systems, Berkely Height, NJ**

9/2001 – 12/2001

**Graphic Designer**

- Designed and established corporate identity for online and printed collaterals
- Developed front-end UI for web-based billing system applications for telecommunication clients

**Savera Systems, Bridgewater, NJ**

2/1998 – 9/2001

**Graphic Designer**

- Designed front-end and visual theme of global call data applications visual themes
- Created and managed corporate website and intranet
- Developed rapid development mockups and wireframes in agile environment

**EDUCATION**

**Pratt Institute, Brooklyn, NY**, BA, Communication Design

**Stevens Institute of Technology, Hoboken NJ**, Mechanical Engineering (Attended)

**TECHNICAL KNOWLEDGE**

- Web technology - HTML, CSS, JavaScript, XML, Bootstrap, WordPress, Drupal
- Graphic applications – Photoshop, Illustrator, DreamWeaver, InDesign, InVision, Sketch, XD, Axure
- Content development - Captivate, Saba Publisher, MS SharePoint
- MS IIS server, Unix, Linux, Mozilla, Note++, JQuery,

**INTERESTS:**

- Fluent Korean
- Photography/Oil painting
- Aviation (Private Pilot)

**VOLUNTEER WORK:**

A trustee at Aviation Hall of Fame Museum, Teterboro, NJ

- Design and host museum website and social media (<http://www.njahof.org>)