Sooyoun Lee

DESIGN LEAD

Washington D.C.

Highly skilled in every step of the creative process and experienced in managing and leading teams across all phases of a project. As a strategic and creative designer and leader, I have a strong background working in high profile companies and
a wide range of dynamic online projects providing data-driven & human-centered designs, creative solutions, and innovative experiences. Conceptually driven, detail oriented, able to take a digital project from concept to launch.

Experience

Senior Manager

New York, NY
Apr 2021 - Present

Macy's & Bloomingdale's

Led and executed UX strategy for shopping experience from Search to Registry, Outfitting, Personalization, and Marketplace while building and managing team of 3 designers focused on aligning customer needs and business strategy through user
experience design and research. Responsible for discovering priorities, managing resources and leading creative process through execution across various products with more holistically guided UX principles. Drove a partnership with product managers, engineers, data analysts, researchers and merchandising partners to align and oversee the user experience of products.

• REIMAGINED REGISTRY REDESIGH

o Macy’s Registry Launch
The Reimagined Registry with the new look and enhanced experiences already shows significantly higher key metrics and performance metrics as high as 48% (radiated sales) for registrant flow and 78% (order conversion) in gift giver flow.

o Reimagined Registry Design
Led the company’s one of the top 3 initiatives that aims to recreate best-in-class omni-Registry experience and end-to-end design process. Contributed from extensive research, user journeys, service blueprint, workshop that define user pain points, user needs and valuable product opportunities through transformative and core experiences. Spearheaded 3 designers, created the roadmap, drove collaboration with cross-functional partners to deliver MVPs for dual brands (Macy’s and Bloomingdale’s) and continued to iterate for 2023 launch.

• SEARCH: Oversaw Search UX and partnered with product manager closely to increase Product’s CTR & conversion and make decisions based on the impact to the revenue. Discovered the opportunities and identified strategic plans for 2022.

o Macy’s and Bloomingdale’s Redesign 2.0
In alignment with one of Macy’s top priorities, worked on redesigning both sites to create a modern digital experience. Defined the deltas between the brands and provided the short- and long-term solutions to fill the gap.

o Product List Page Alternative Images: Experimented with designs to increase click-through on images displaying on search result pages (PLP) and scaled on BCOM with a positive result.

Sr. Design Manager, Global Digital Design

Marriott International

Bethesda, MD
Jun 2015 - Apr 2021

Experience with multiple Marriott digital channels and audiences in my work throughout for a number of Marriott. The scope of work for these teams and projects required me to conceptualize, plan, design, collaborate with designers, researchers, engineering and business partners, lead and /manage design efforts in teams to deliver best in class, frictionless, user-centric experiences and compelling products across various digital platforms holistically and for omni-channel distribution.

Key Achievements:

COMMERCE TRACK
o App Redesign
Led design for the entire e-commerce product of the Native app through the redesign including committing to delivering 7 key flows. Intensively collaborated with external and internal partners, designers, stakeholders, and dev team from finalizing designs to providing close guidance to dev team to define desired expectations and frictionless experience.

o Corporate Design System
Led and brought new corporate design system to Homepage and Search on Marriott.com, one of the largest online retail businesses in the market with 20 billion revenue, managed teams to achieve milestones on time, and partnered with several cross-functional teams including the Standards team to align.

o Date Picker Enhancement
Led Date Picker Enhancement project – estimated to be worth 1% of 20 billion revenue of Marriott.com - by providing seamless user experience, user's needs that are contextual to the user's journey, and parity with mobile app to reduce frictions and increase booking conversion across Marriott.com leveraging user testing data.

PROJECTS
o Leisure Product:
Helped shepherd one of the top priority initiatives from kickoff through completion, partnering with an external agency, Critical Mass, providing art direction and other feedback over the course of the project, and building on the agency's initial wireframes with hands-on design work completed in partnership with 2 designers to provide guidance, as well as

design and product leads.

o Brand Site Implementation (SPG Integration):
Successfully launched Starwood's 11 brand sites design to include St. Regis, Sheraton, Westin etc. on Digital's global brand site platform embracing a holistic brand ecosystem strategy and framework in 8 languages within 8 months. Effectively collaborated across program management, product, content/translations, QA, brand digital, brand marketing, and development partner. Won Gold Award for Adrian Awards '18.

o Lead Vacations by Marriott:
Designed, defined rapidly growing (60% YoY) Vacations by Marriott site's new experience, led and managed design team and expectations across all devices within a tight timeline. As a result, it increased 18% YOY growth in the first 10+ days after launching.

Design Lead

Discovery Communications

Silver Spring
Jun 2010 - Jun 2015

Oversee brand management, provide creative product direction and design the digital properties for Discovery Networks International's digital business. Focus on site design for the global network of Discovery interactive sites (60+) featuring 10 brands in 14 languages, UI/UX, product development, localization, digital marketing, proof-of-concept design and ad sales support.

• Lead the design for a new platform migration project; create responsive site templates for all platforms launched on 45+ sites; providing close collaboration for the major regional sites with tech teams, regional directors, ad sales teams, product managers and an external agency.

• Design globally localized product experiences, enhance and maintain UI/UX of global sites and products; define site specifications and provide comprehensive styleguide documenting all aspects of online components.

• Communicate overall vision on a daily basis with various functional groups across our international business, editorial, social media, video, research, product & development, tech team and senior management to fulfill the business needs and develop visual concepts for digital marketing strategy and direction; help defining long and short-term vision and roadmap.

• Collaborate with regional creative directors and designers to maintain design consistency and coherence across the product as appropriate.

• Support ad sales campaigns and promotions and create corporate initiative prototypes.

• Supervise and work with a team of designers, interns as well as develop and manage budgets and timelines to align creative development with strategic business goals.

• CableFAX Best of the Web Awards: Won Best Visual Design ('14) and nominated for Best Visual Design ('13).

Designer

AOL

Dulles, VA
Jul 2008 - Jan 2010

• Created Holidash.com, the first ever AOL Living franchise; leveraged market intelligence to provide art direction of the layout and design for target audiences; successfully increased engagement and page views to 9.2 million per month.

• Redesigned future Women's Portal, AOL Health (ranked 3rd most popular health site in 2009), That's Fit, America Takes It Off, User Submitted Photos; developed multiple prototypes in innovative ways to increase engagement and network growth.

• Performed maintenance of and upgraded interactive tools and layouts to improve the end user experience for AOL Living sites including ParentDish (ranked #1 parenting site), and GMC Trade Secrets.

• Collaborated with art directors, UI designer, programming and technical teams to create exciting visual concept designs, with a look and feel that supports and enhances the overall experimental design while meeting client specifications for the project execution.

Graphic Designer

National Head Start Association

Alexandria, VA
Aug 2006 - Jan 2008

• Performed web site updates and designed web-based materials including graphics and downloadable materials such as online publications, periodical NHSA newsletters, and registration forms.

• Created and managed e-materials to promote NHSA’s various programs such as e-flyers, e-postcards, and email templates for nationwide members and directors.

• Conceptualized, designed and developed branding strategies and promotional marketing products including national conference print materials including program books, exhibition booth graphics, power point presentations, proposals, annual reports, membership materials, and booklets.

Graphic Designer

i36 Communications

Fairfax, VA
Aug 2003 - Aug 2006

• Responsible for branding, creating concept and designing marketing materials, and clients' websites.Accountable for branding, creating concept and designing marketing materials, and clients’ websites.

• Consulted and defined the client’s corporate image and branding strategy planned and executed a series of print advertising for various media.

• Partnered with copywriters, account executives and production team to build firm concept and create appealing functional design for an educational book.

Education

Bachelor of Fine Arts

Corcoran College of Art and Design

Washington, DC
Sep 1999 - May 2003

Majored in Graphic Design

Dean's Merit Scholarship(1999-2002)

Dean's List(1999-2001, 2003)

*Won the logo design for Annmarie Garden, MD, July 2003; $20,000 cash award was donated to Corcoran.

New section

CableFAX Best of the Web Awards (2014)

– Won Best Visual Design for CableFax 2014 Digital Awards (Bear Grylls: Escape from Hell Interactive Map)

CableFAX Best of the Web Awards (2013)

– Garnered nomination in Best Visual Design for GOLD DIVERS 360 Campaign (Discovery Channel France)