

QUAN LEE

EXPERIENCE

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Pickle, Founding Designer | San Francisco, CA

Jun. 2025 – Present

- Design leader who delivers studio-quality work on startup timelines—shipping polished products in under a week while maintaining exceptional standards

MVNT, Product Designer | Seoul, Korea

Mar. 2025 – Present

- Designed data workflows and information architecture for K-pop dance archive platform.
- Created investor relations materials for Epic Games (selected) / YC batch / a16z speedrun.
- Led the design system; designed the logo and shipped the marketing website.

Habit Factory USA, Product Manager Intern | Irvine, CA

Aug. 2024 – Present

- Designed and launched a web-based AI-driven real estate platform, enhancing the transaction experience for both buyers and agents. Led UX/UI design and contributed to responsive markup (HTML/CSS), ensuring seamless implementation.
- Built a scalable design system adhering to WCAG 2.2 AA accessibility standards.
- Resolved UX issues through systematic problem-solving framework.
- Delivered MVP designs within 24 hours using Framer and Figma, driving key business deals.
- Designed custom map components and interactions inspired by Airbnb's UX patterns, improving discoverability and usability for seamless property browsing experience.
- Leveraged Google Analytics to analyze user behavior and optimize conversion rates. Increased ecosystem conversion rates by 20% through data-driven UX optimizations.

Listed on the a16z's Curated Talent Network

Aug. 2024 - Present

- Recognized by a16z and featured on its career platform for contributions in web 3.0

Tobl.Ai, Product Design Trainee | Irvine, CA

Mar. 2024 – Jul. 2024

- Led product strategy and UX design initiatives, developing responsive interfaces using CSS/HTML while implementing AI APIs for enhanced workflow efficiency on AWS infrastructure.
- Uncovered a \$1.6B–\$2.8B market opportunity through in-depth U.S. market analysis, validating feasibility and securing stakeholder buy-in.
- Spearheaded cross-functional collaboration between development and design teams through Figma-based design workshops, driving project delivery and improving brand consistency.
- Designed and developed multiple platforms—including a surfing community marketplace, an elderly-focused handyman service, and a blockchain-powered opinion coordination system—prioritizing AI integration and scalability.
- Built and optimized an AWS-based A/B testing platform to streamline testing, reduce costs, and enable data-driven decision-making within budget constraints.

DSRV Labs, Product Designer, Full-time | Seoul, Korea

Aug. 2021 – Feb. 2024

- Developed Web3 services across multiple blockchain networks (Ethereum, Solana, Aptos, NEAR, Sui) using Figma, React, and CSS, creating a unified UX/UI system that significantly improved development efficiency.
- Built a Chrome extension adopted by 2,000+ developers, applying Material Design principles and an in-house design system to enhance multi-chain usability.
- Defined the company's vision, mission, core values, and key visuals through internal interviews and research, and reduced disputes by 70% by using affinity diagrams to align internal direction.
- Led the visual design for a notable collaboration with the Ethereum Foundation, optimizing UX/UI to improve accessibility.
- Managed and expanded the @WellDonestudio_ Twitter account organically, achieving an average of 76,000 views per post with peaks up to 100,000, without paid promotions.
- Contributed award-winning graphic designs at multiple hackathons.

CONTACT

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SKILLS

Hard Skills

- **Design Skills**
Market Research, UX/UI Design, Prototyping, Interaction Design, 3d Modeling, Logo Design, Branding, Icon Design, Motion Graphics, CSS Animation, Data Analytics
- **3D Tools**
Blender, Fusion 360, Keyshot, Rhino
- **2D Tools**
Figma, Adobe Suite (Ae, Pr, Ai, Ps, Id), Lottiefiles, Protopie, Hand Drawing
- **Data & Research**
Google Cloud, AWS, Google Analytics, A/B Testing
- **Web, Front-end**
Framer.Js, HTML/CSS, React
- **Project & Team Management**
Jira, GitHub, Notion, Asana, Trello
- **Soft Skills**
- **Collaboration**
Cross Functional Teamwork, Project Management, Communication
- **Design Thinking**
Problem Solving, Branding, Adaptability, Attention to Details
- **Leadership**
Team Coordination, Decision Making, Mentorship

HONORS & AWARDS

- **1st Place, Aptos Hack**
Amsterdam, Jun. 2023
- **4th Place, Sui Builder House**
Seoul, Jun. 2023
- **1st Place, Sui Builder House**
Hong Kong, Apr. 2023
- **Bronze Award, LINK+ Startup Contest**
Kookmin University, Seoul, Feb. 2021

QUAN LEE

EXPERIENCE

2/2

Chosun Daily, Conference Design Intern | Seoul, Korea

Mar. 2021 – Aug. 2021

- Managed visual design for the 19th Asian Leadership Conference; developed comprehensive brand assets, style guides, and oversaw end-to-end video production for high-profile speakers, including a former U.S. Vice President.
- Produced and directed conference sessions independently, featuring Reuters, the Chicago musical ensemble, and seven startup CEOs; created bilingual content and integrated interactive elements such as subtitles and progress bars for enhanced viewer engagement.
- Curated and optimized 120+ archived seminar clips for the YouTube channel and internal database; condensed extensive resources into focused 30-minute presentations while ensuring bilingual accessibility.

KMU X SIT Design Workshops, Team Leader | Seoul, Tokyo

Feb. 2021 and Feb. 2023

- Led two cross-cultural design workshops with Shibaura Institute of Technology's Design Department, integrating international perspectives and driving collaborative innovation in design.
- Spearheaded multinational design initiatives to enhance service experiences, ensuring inclusive solutions through bilingual communication and cultural insights.

Ministry of Foreign Affairs, Student Journalist | Seoul, Korea

Sep. 2021 – Feb. 2022

- Created diverse diplomatic content leveraging design expertise; led the full production of Dance.Plomatic, a K-pop dance collaboration with seven embassies, directing TV-experienced dancers to create professional-quality content.
- Produced promotional content for cultural initiatives including the 2021 Seoul Typo Festival, developing custom motion graphics and publishing visual storytelling on architecture and Korean culture to broaden global engagement.

Naver Labs Corp., Student UX Evaluator | Yongin, Korea

Jan. 2018 – Feb. 2018

- Conducted UX testing for Naver's MR service, contributing insights to ZEPETO's development.

EDUCATION

Kookmin University | Leading design university in Korea Bachelor of Arts, Industrial Design

Mar. 2017 – Feb. 2025

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LANGUAGES

- Native Korean
- Fluent English