

Suhwoo Lee 이서우
Product Designer

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Skills

User Research, Ideation, Interaction Design, Design Prototyping
Figma, Sketch, HTML, CSS, Adobe (Photoshop, Illustrator, After Effects, Premiere Pro, InDesign)

Work

DapLab

Research Assistant

Current

- **Directed user experience (UX) research projects** in partnership with community organizations, focusing on the emotional and functional user journey within the community space
- **Designed and iterated non-traditional assessment methods** for student evaluation, exploring creative ways to measure learning and potential beyond conventional metrics like GPA

SuperIntro

*UX Designer &
Frontend Engineer*

2025

- **Created design and style guides** to ensure brand and visual consistency across the product.
- **Implemented front-end features**, collaborating closely with backend developers for seamless integration.
- **Facilitated design critiques and integrated feedback loops** to accelerate product iteration.

Project

Dream AI Hackathon

Product Designer

2025

- **Designed a smart routing system app that can be used by paramedics, and the team made it to the Finalist round**
- **Designed to assist emergency medical teams** in reducing response times through AI-driven insights and real-time hospital data
- **Analyzed 10+ news articles, videos, and university-level reports** to fully understand the problem and design for 2 different types of users (paramedics, patients)
- Built a design principle that prioritized goals, trust, and accessibility

Hack the Valley Hackathon

Product Designer

2025

- **Designed a cutting-edge global stock investment platform** to redefine the way users engage with financial markets
- Interviewed 5+ people in the Silicon Valley community, including tech specialists to venture capitalists
- Implemented APIs from X and OpenAI for further development in future

Education

**University of California,
Irvine**

BA in Film and Media Studies
Minor in Business Management