



# Jois Lee

## Product Designer



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Chicago, IL

### Skills

Design system

Prototyping

User research

Wireframing

Interaction design

Documentation

Information architecture

User flows; User journey map

User testing; Interviews

Stakeholder relationships

Workshop facilitation

### Tools

Figma; Adobe XD

Figjam; Miro

UserTesting

Jira, Confluence

Notion

Webflow; Squarespace

Google Analytics

Microsoft Office suite

### Languages



Korean  
Native



English  
Native

## Experience

2025 - Present • Chicago, IL



Discover Financial Services  
**Lead Product Designer**

DFS strives to be the leading digital bank and payments services company. Their mission is to help people spend smarter, manage debt better, and save more to achieve a brighter financial future.

- Delivered tier 1 growth initiatives such as Mobile Onboarding Wizard and Onboarding Checklist that's estimated to bring in \$300MM sales. Collaborated with Product Owners, Marketing, Development, and Research teams to implement high-impact features with minimal effort
- Led and built the blueprint for the collaboration and relationship between Product design team, Accessibility COE, and Radiant Design System (RDS) team. Championed A11y within the design team through design, annotations, and accessible legal deck.
- Contributed to the RDS with my recommendation using emojis in the component name to signify the state of development.
- Trail-blazed as the first Product Designer to contribute components back to the RDS
- Enhanced component documentation within the design system prior to making it accessible to the design team

2024 - Present • Chicago, IL

### Senior Product Designer

- Implemented a refund method selection process for Secure Card customers, introducing a direct deposit option that reduced both effort and time for customers. In turn, saved Discover cost of printing and mailing
- Streamlined and ensured consistency in both the visual design and user experience of the Bank Profile page
- Delivered key features such as Web Onboarding Wizard, and Balance Transfer (\$6.3MM 2-year PBT). Collaborated with Product Owners, Marketing, Development, and Research teams to implement high-impact features with minimal effort
- Led the development of internal tools, including the Presentation Template and Wireframe Kit, that's being used by the product design team

2022 - 2023 • Chicago, IL



The Aspen Group  
**UX Designer**

TAG is a family of healthcare brands (Aspen Dental, Chapter, ClearChoice, WellNow, and AZPetVet) whose goal is to bring better healthcare to more people by making it more accessible.

- Launched a dental Enterprise Practice Management System (EPMS) adopted across 1000+ locations. The featured dashboards and Patient Communication Tool halved the time staff spent on tasks, increased staff retention rate, and raised patient satisfaction
- Shipped products, including the WellNow website and Aspen Dental's Patient Check-in. Led comprehensive end-to-end UX design, resulting in a significant increase in benchmarked usability scores
- Spearheaded the patterns and documentation effort within the design system. Evolved the design system and brand guidelines to ensure scalability and consistency across our brands and products
- Led UX workshops for PMs, engineers, and leadership, covering project planning, design thinking, research, synthesis, collaborative generation, and design opportunity prioritization, leading to aligned scope and direction
- Collaborated strategically with PMs, engineers, and other stakeholders across full product cycle discovering and leveraging opportunities and constraints, leveraging data and feedback to shape design decisions, creating UX artifacts, usability testing
- Led initiative for Design Ops improvements for small team of 5, including establishing new guidelines and processes in user research, documentation, and design system
- Educated the UX team on various user research methods
- Regularly sought and participated in design reviews with project teams and broader UX team through a lens of usability, accessibility, feasibility, and aesthetic quality



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## Experience continued

2019 – 2022 • Chicago, IL



Freelance

Product Designer

- Identified and resolved conversion issues such as navigation usability and reasons for a high bounce rate for a small luxury brand. Data-informed design decisions resulted in a 114% increase in revenue, a 147% increase in usage, and 90% user satisfaction
- Shipped fully working websites for a small luxury brand and a nonprofit (using Webflow; Squarespace)
- Won and received funding from a Swedish incubator program for a personal project: a finance education app for women
- Began building out a company's design systems by conducting internal audits, securing buy-in, and developing essential components and patterns
- Presented findings and designs to clients and stakeholders through storytelling
- Designed concepts, low to hi-fidelity wireframes, and interactive prototypes
- Streamlined recruiter user experience with automation, halving average candidate tracking time on one platform, eliminating the need to switch between LinkedIn and ATS

2016 – 2017 • Wheaton, IL



Youth Hostel Group

Event Designer

YHG is all about friendship, travel, and hospitality. It's all about being a pilgrim, not a tourist, and the transformational experience of exchange of stories. Their mission is to train people to learn, adapt, and thrive in new cultures and foster community.

- Designed and developed responsive, user-friendly websites, focusing on intuitive UI/UX, cross-browser compatibility, and optimized performance
- Designed visually compelling print materials, including pamphlets, posters, and promotional collateral, ensuring alignment with brand identity and delivering impactful design solutions
- Coordinated, executed, and supervised 20+ events for participants
- Organized scheduling, documentation, and follow up in event coordinating meetings; created itineraries for events, retreats, and trips.
- Executed project goals by initiating and maintaining clear communication with event coordinating members. Communicated work expectations to ensure effective teamwork and efficient work-ethic across hostels
- Trained a team of four students for hostel management positions in Amsterdam, Budapest, and Prague

## Education

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Wheaton College '14-'18  
B.A. Psychology; Communication

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Udemy '19  
UX Design Certificate

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Udemy '20  
UX Design Theory Certificate

## Certifications

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Level Access  
Designer Bootcamp Bundle

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Level Access  
Understanding Accessible Experiences

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Level Access  
Screen Reader Training