

HEEWON LEE

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DESIGN PHILOSOPHY

My design philosophy is rooted in two principles: consideration and scrupulousness. Consideration involves empathetic engagement with users to understand their needs and pain points deeply. This dialogue informs my design decisions and ensures that solutions are grounded in real user experiences.

Scrupulousness drives my commitment to quality, prompting meticulous attention to detail and iterative refinement based on data and feedback. I maintain a learner's mindset, setting aside my own ego to prioritize user perspectives, which fosters innovation.

Ultimately, I strive to bridge the gap between user needs and design possibilities, creating intuitive experiences that enhance both product functionality and user satisfaction.

EXPERIENCE

Senior User Experience Designer at Equinix Digital Services

November, 2022 - Current

Played a key role in defining, delivering, and operationalizing the Console User Experience in close collaboration with Product Managers and Engineers as part of the Product Trio. Responsibilities included overseeing the overall information architecture and meticulously crafting page-by-page workflows to ensure a seamless and intuitive user experience across the console. Deep dives into emerging product domains enabled SME-level expertise, facilitating strategic discussions and insights alongside Product Managers and Engineers. Consistently delivered user experience solutions that balanced usability with technical feasibility, enhancing both product effectiveness and user satisfaction. Projects include Identity and Access Management, Billing 2.0, Cloud Adjacent Storage, Network Integration Metal & Fabric and overall Console experience improvements.

Senior User Experience Designer at Cisco Intent-Based Networking Group - Enterprise Networking

March, 2020 - November, 2022

Focused on enhancing device inventory, management, and network topology solutions for DNA (Digital Network Architecture) Center On-Premise and DNA Center Cloud. DNA Center is a robust network controller and management dashboard that empowers users to take full control of their networks, ensuring configuration consistency, minimizing errors, and optimizing time efficiency. Responsibilities include developing user-centered solutions that simplify complex network management, improve user workflows, and elevate the overall user experience.

Design Lead for Cisco Identity Services Engine (ISE), an advanced identity and access control policy platform that empowers enterprises to enforce compliance, strengthen infrastructure security, and streamline operational processes. Led efforts to restructure the information architecture, transforming the platform into an intent-based solution with clear, intuitive workflows that effectively address complex use cases and tasks. This role involves simplifying user interactions to create a seamless experience that meets the high standards of enterprise security and compliance management.

Senior User Experience Designer at Cisco Intent-Based Networking Group - Data Center

February, 2017 - March, 2020

Senior UX Designer role focused on developing a software solution that provides continuous verification and analysis across the entire data center network. This enables operators to ensure their network functions as intended, instilling confidence in operational consistency. Responsibilities include concept development, wireframing, conducting usability tests, incorporating visual design elements, and effectively collaborating with developers to bring the vision to life.

EXPERIENCE CONTINUED

Senior User Experience Designer at Cisco Cloud Virtualization Group

May, 2016 - December, 2016

Led the development of a cloud application performance analytics tool that delivers visibility into cloud-native technologies, including Amazon AWS and Microsoft Azure, while providing real-time insights into business performance in the cloud. Responsibilities encompassed concept development, wireframing, conducting usability tests, incorporating visual elements, and effectively communicating designs to developers.

User Experience Designer at Cisco Network Management Technology Group

July, 2013 - May, 2016

UX Designer for a network management tool that supports lifecycle management of the entire network infrastructure from one graphical interface and provides network administrators with a single solution for provisioning, monitoring, optimizing, and troubleshooting both wired and wireless devices. Process includes concept development, creating wireframes, running usability test, adding visual elements and communicating to developers.

User Experience Designer at Volkswagen GoA Innovation and Engineering Center California

August, 2010 - August, 2011

UX designer of the Infotainment Applications Team working on different projects such as Predictive Navigation Systems and Advanced Multimedia Interface projects. Supported the team with concept development, human machine interface integration, graphic user interface visualization and mobile application wireframes. Developed skills making wireframes and animations to communicate concepts for the Predictive Navigation and learned new computer programs such as Flash Catalyst to visualize graphic user interfaces of the sound systems. Involving in multiple projects at the same time strengthen multitasking and time management skills as well.

Korea Design Research Institute Projects

October, 2006 - August, 2010

Design researcher and UX designer at Korea Design Research Institute(KDRI), a government-funded research center in Seoul National University. Projects include multiple academic-industrial cooperation User experience research and design projects with companies such as Hyundai, LG and Samsung.

SKILLS

Computer Software Programs

Proficient : Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Aftereffect, Sketch, Invision,

Intermediate : Figma, Axure, Adobe Premiere, MS Excel, MS Word, MS Powerpoint

Basic : HTML, CSS, MS Visio, Adobe Flash, Adobe Final Cut Pro

Language

English, Korean

EDUCATION

M.F.A. Seoul National University, Seoul, graduated in August, 2009

specialized in UX/UI Design

B.F.A. California College of the Arts, San Francisco CA USA, graduated in May, 2006

major in Industrial Design and minor in Graphic Design

Ewha Women's University, attended from March, 1998 to August, 2001

major in Biology