

Henry Lee, UX Researcher / Strategic Designer

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LINKS

[Research Blog](#), [LinkedIn](#)

PROFILE

Henry Lee is a UX researcher and strategic designer with entrepreneurial roots.

As a founding partner of a startup, he launched an award-winning product with 50K+ sales, earning a spot on Forbes' Top 10 Korean Startups and raising \$4M in venture capital.

He later advanced his career at Nexon, Accenture, and TBWA. Currently, he leads UX research, applying design thinking to drive innovation for a metaverse platform, growing it to 60K+ users from its early stages.

SKILLS

UX Research (Mixed Methods)

Design Thinking, Innovation

Collaboration Tools (Miro, etc.)

Adobe Creative Cloud

EMPLOYMENT HISTORY

Nov 2020 — Present

UX Researcher, Intelligence Labs, Nexon

S.Korea

- Led co-creative research for a metaverse platform, driving 60K+ concurrent users.
- Facilitated 20+ design thinking workshops with diverse groups of participants.
- Led research for a Web3 game, driving feature renewal and 5% satisfaction growth.
- Built 10+ frameworks and heuristics based on user needs identified from research.
- Built a centralized research repository, organizing 1.5K+ insights from past studies.

May 2020 — Jun 2020

Research Associate, HCI, Seoul National University

S.Korea

- Conducted qualitative research for a folksonomy-based classification system.

Nov 2019 — Mar 2020

UX Strategist, TBWA\ Group Singapore

Singapore

- Created wireframes for airline e-commerce, aligning design with business goals.

May 2018 — Jul 2018

Summer Associate, Accenture

Shanghai City, China

- Assisted in co-creation sessions with stakeholders and developed prototypes.

Jun 2014 — May 2017

Founding Partner, Innovation & Design, Zikto

CA, United States,-
S.Korea

Listed in Forbes Top-10 Korean Startups, Zikto develops healthcare wearables and platforms.

Innovation & Design

- Led the launch of an award-winning product, achieving global sales of 50K+ units.
- Achieved 60% of gross profit by leveraging UX research insights on product lineups.
- Crafted value propositions, shifting from quantified self to the qualitative aspects.
- Raised \$160K+ in funding through a successful Kickstarter crowdfunding campaign.

Founding Partner Role

- Led early operations and PR—featured in WSJ, Forbes, VentureBeat, Cnet, etc.
- Built investor relations, raising \$4M in venture capital funding across seed/Series A.

Mar 2014 — May 2014

Product Design Intern, TEAMS Design

Shanghai City, China

- Assisted design exploration and created prototypes for concept development.
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EDUCATION

Design for Industry, Northumbria University

United Kingdom

- Service Design, Ergonomics, Live Projects with Intel, Philips, etc.