

Henry Lee, UX Researcher / Innovation Strategist

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LINKS

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

PROFILE

Henry Lee is a UX researcher and innovation strategist with entrepreneurial roots.

As a founding partner of Zikto, a healthcare startup, he launched an award-winning product that sold over 50K units globally, leading product and design. His work contributed to securing a spot on Forbes' Top 10 K-Startups and raising \$4M in venture capital.

Building on this success, he later advanced his career at Accenture, TBWA\, and Nexon.

Currently at Nexon, he leads a squad of researchers and designers, leveraging design thinking to deliver insights for pre-launch games and platforms.

SKILLS

UX Research, Mixed Methods

Design Thinking

Collaboration: Figma, Miro

Adobe Creative Cloud

EMPLOYMENT HISTORY

Nov 2020 — Present	Sr. UX Researcher, Innovation Insights, Nexon	S.Korea
Directed a multidisciplinary team to deliver insights shaping innovation strategy for pre-launch products.		
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 (CDO) – Design & Innovation Lead, Zikto	CA, United States, - S.Korea
Listed in Forbes' Top 10 Korean Startups, Zikto develops healthcare wearables and platforms, shifting quantified self-tracking to highlight the qualitative aspects of activity. Featured in WSJ, VentureBeat, Forbes, CNET, and more.		
• Raised \$160K+ in funding through a Kickstarter crowdfunding campaign.		
• Led the launch of an activity tracker, achieving global sales of 50K+ units.		
• Led design of award-winning products, shaping their value propositions.		
• Generated 60% of gross profit through research-driven product lineups.		
• Led early-stage operations, securing \$4M in venture capital (seed/Series A).		
Mar 2014 — May 2014	Product Design Intern, TEAMS Design	Shanghai City, China
• Assisted design exploration and created prototypes for concept development.		

EDUCATION

Design for Industry, Northumbria University

United Kingdom

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