

# Henry Lee, UX Researcher / Innovation Strategist

+82(0)10 6503 3586, henryjylee12@gmail.com

## 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.

- Facilitated 20+ design thinking workshops with diverse groups of participants.
- Led co-creation for a metaverse platform, engaging 280K+ users in its first month.
- Led 60%+ insight adoption to shape USPs and pre-launch strategy for new titles.
- Built 10+ frameworks based on user needs uncovered through generative 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 (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.