

Henry Lee, UX Researcher / Innovation Consultant

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

LINKS

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

PROFESSIONAL SUMMARY

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

As a founding partner of Zikto, a healthcare startup, he led innovation from concept to launch, helping bring an award-winning product to market and sell over 50K units globally. His work contributed to Zikto being named one of Forbes' Top 10 K-Startups and raising \$4M in venture capital.

He later brought this entrepreneurial and innovation experience to Accenture, TBWA, and Nexon.

Currently at Nexon, he leads a squad of researchers and designers focused on early-stage products, generating insights that shape product and innovation strategy from the ground up.

SKILLS

Mixed-Methods UX Research

Design Thinking Facilitation

Research Repository Design

AI Strategy Facilitation

EMPLOYMENT HISTORY

Nov 2020 — Present

Sr. UX Researcher, Innovation Insights, Nexon

S.Korea

Led a multidisciplinary squad, advising stakeholders and shaping innovation for early-stage products.

- Facilitated team-level AI strategy workshops, defining 15+ AI initiatives for UXR.
- Facilitated 30+ 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 global launch of an activity tracker, achieving sales of 50K+ units.
- Led the design of award-winning products, shaping their value propositions.
- Generated over 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.