

Sabine Lee

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EDUCATION

University of Michigan

Bachelor of Science in Information in User Experience Design, Minor in Data Science

Coursework: Data-Driven Applications, Needs Assessment and Usability Evaluation, Human-Computer Interaction (HCI)

Ann Arbor, MI

May 2026

EXPERIENCE

JBIER Inc.

Web Design & Digital Media Intern

New York, NY

November 2024 - April 2025

- Enhanced ecommerce UX by redesigning and maintaining the company's Wix website, resulting in a more intuitive and visually compelling customer experience
- Designed and edited product and lifestyle photos with Lightroom and Photoshop, improving brand consistency and increasing visual engagement across digital touchpoints
- Produced high-performing content for TikTok, Instagram, and Pinterest, helping drive a 40% increase in social media engagement and supporting product visibility
- Streamlined content production and delivery workflows by organizing and managing creative assets, reducing content turnaround time by 25%

HappySneeze

Market Research & Consulting Intern

San Diego, CA

May 2024 - June 2024

- Conducted secondary research to understand the market size, structure, and trends in integrative women's health
- Developed a competitive landscape map that highlights key players in the women's health and pelvic floor health market, along with their offerings, strengths, and weaknesses to successfully market the company on a larger scale
- Selected from a cohort of 250+ externs to pitch final research to company CEO, helping the CEO with potential marketing initiatives based on my research
- Aided in forming a new partnership with another integrative health company

PROJECTS

Easel | *Figma, Google Sheets, Adobe Illustrator*

UI/UX Designer & Researcher

Ann Arbor, MI

March 2025 - April 2025

- Used Figma and Adobe Illustrator to create a mockup for an online community specifically for artists and designers
- Considered privacy initiatives to implement within the online community, how to ensure user engagement, and how to make the interface stand out from similar communities

Fashion Decision Making Needs Assessment | *Figma, Miro, Canva, Google Workspace, Interviewing*

User Researcher

Ann Arbor, MI

January 2025 - March 2025

- Evaluated the fashion decision-making processes of five University of Michigan students through Photo Elicitation, Heuristic Evaluations, and User Interviews.
- Utilized Figma, Canva, Google Workspace, Miro, and Voice Memos to create deliverables such as user personas, affinity diagrams, and journey mapping to support the creation of a campus-wide app for clothing rentals and reselling amongst the student population.

UMichConnect | *Figma, Xcode, Canva, Google Docs*

UI/UX Designer & Researcher

Ann Arbor, MI

April 2024

- Designed a single, intuitive interface to access and navigate all school sites, including the printer, bus, and dining hall schedule.
- Prototype aims to protect student information by only collecting student ID numbers and usernames.
- Interface utilizes SQL and Python queries for backend navigation.

TOOLS

Figma, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, Premiere Pro), HTML, CSS, Javascript, Python, Canva, Google Workspace, Microsoft Office, Wix, SQL, R, iMovie, Procreate, Miro

SKILLS

User Research, Visual Design, A/B Testing, Card Sorting, Wireframing, User Flows, Affinity Diagrams, User Personas, Journey Mapping, Interviewing, Prototyping, Korean, Critical Thinking, Resolving Problems, E-Commerce Business Management, SEO

LEADERSHIP & AWARDS

Team USA Athlete & Team Captain

March 2019 - March 2022