

LINA LEE

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PROFILE

- Passionate and creative UX/UI Designer proficient in Adobe Creative Suite (XD, Illustrator, InDesign)
- Skilled in sketching and hand-drawn concepts, bringing ideas to life.
- Available for full or part-time work on weekdays.

RELEVANT WORK EXPERIENCE

Marketing Manager | Lingo Bootcamp/Japan Team (Vancouver, BC) Sep 2025 - Present

Lingo Bootcamp is a language-learning platform that helps Korean and Japanese users improve their real-life English speaking skills through native speaker feedback.

- Collaborated with influencers to produce short-form video content introducing the app experience.
- Managed social media strategies to increase user engagement and brand awareness.

Social Media Campaign Manager | S.Tech Dash Cam (Vancouver, BC) May 2025 - Present

S.Tech.Dashcam is a technology company specializing in innovative dashcam solutions that enhance vehicle safety and driver awareness.

- Created and posted visual content showcasing dashcam specs alongside compatible car models.
- Utilized targeted hashtags to improve content discoverability and clarity.
- Designed engaging product posts to boost user interaction and brand visibility on social media.

RELEVANT PROJECTS

Lingo Bootcamp | Mobile App Redesign

[Check it out!](#)

Redesigned a mobile app for Lingo Bootcamp, a language-learning platform designed for Korean and Japanese users on a working holiday or studying abroad. Focused on improving onboarding, speaking practice flow, and feedback systems to build learner confidence.

- Designed user personas, journey maps, and usability test plans to validate speaking-focused features
- Created responsive wireframes and interactive prototypes in Figma, refining onboarding, lesson flow, and comment/feedback systems
- Iterated design solutions based on heuristic evaluation and usability testing, improving clarity, accessibility, and motivation for learners

Role: UI/UX Design Lead

Tools: Figma, FigJam, Notion

Circl | Community-Based Social App Design

[Check it out!](#)

Designed a mobile app to help people connect through shared interests and values, starting in Vancouver.

- Conducted surveys and interviews to identify user needs, focusing on newcomers and students
- Defined user flows and created wireframes and high-fidelity prototypes in Figma

- Designed features like personalized recommendations, smart filters, and trust tools (badges, pre-join messaging)
- Iterated designs based on survey insights and early user feedback

Role: UI/UX Designer

Tools: Figma and FigJam

VanCastro Driving School | Mobile App and Website Redesign

[Check it out!](#)

Redesigned mobile app and website to improve booking flow and user dashboard for VanCastro, a Vancouver-based driving school focused on providing professional, accessible driver education for new and experienced learners.

- Conducted user research to identify pain points for students and instructors
- Designed responsive wireframes and high-fidelity prototypes using Figma, created user flows and collaborated on system architecture in FigJam
- Iterated designs based on user testing and client feedback, improving overall usability, accessibility, and visual consistency

Role: UI/UX Design Lead

Tools: Figma, FigJam, Notion

SKILLS

Design Tools: Figma, Adobe InDesign, Adobe XD, Adobe Illustrator

Web Tools: WordPress

EDUCATION

UX/UI Design Diploma | Cornerstone Community College (Vancouver, Canada) Oct 2024 - Sep 2025
Information Design, Interaction Design Methods, Multi-Platform UI Design, Design Evaluation, Design Sprint, Analytics, Intro to Web Design and Development, Agile UX, Social Media in Product Design, Business Foundations for Design, Product Management

UX Design Professional Certificate | Google Apr 2024 - Jan 2025
Bachelor of Graphic Design | NOVA Community College (USA) Jan 2020 - July 2022

OTHER CAREER EXPERIENCE

Cashier | H-Mart (Vancouver, BC) July 2025 - Present
Kitchen Staff | Tako Restaurant (Vancouver, BC) Jan 2025 - June 2025