

Justin Jaewon Lee

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Professional Experience

Syigma

New York, NY

UX Designer & Business Development & GTM Strategy - Contract

Feb 2024 - August 2024

UX Designer

- Improved the user experience for viewing all issues associated with an event in the schedules tab and simplified the event creation process by allowing users to input more information on project deadlines.
- Designed the next version of project insights, including a Gantt chart for better visibility of project progress, and developed the Notes feature for tracking notes, issues, and action items.
- Implemented a system for users to receive notifications and AI insights on the Syigma platform.
- Collaborated closely with CEO to brainstorm new ideas and vision, holding design meetings to discuss future visions

Business Development & GTM Strategy

- Sourced 40+ new accounts across various sectors (consumer products, aerospace, automotive, travel, baby products, and sports equipment) using LinkedIn, contributing to pipeline growth and market expansion.
- Developed and maintained a lead tracking system in Excel, ensuring accurate organization of accounts and leads for effective sales pipeline management.
- Managed CRM in HubSpot, optimizing deal flow and contributing to a 60% increase in Syigma's LinkedIn page followers, enhancing brand visibility and engagement.
- Increased CEO's LinkedIn network by 500+ connections and scheduled 15+ high-value meetings, supporting strategic relationship development and business growth initiatives.

SitByCare

San Francisco, CA

UX Designer - Freelance

August 2022 - Dec 2022

- Designed the SitByCare Hospitals landing page, enhancing user comprehension of platform features and benefits.
- Created the SitByCare Hospital Sitter Management Platform, streamlining the management, hiring, and compensation of professional sitters.
- Led weekly design critique sessions, engaging stakeholders in validating designs and facilitating brainstorming to develop innovative solutions.

Bright Machines

San Francisco, CA

Smart Automation Specialist -- Enterprise Account Development Representative - Full Time

Feb 2020 - Oct 2021

- Exceeded quota consistently: Q2 2020 (111%), Q3 2020 (116%), Q1 2021 (109%), and Q2 2021 (109%); recognized as a Top Performer for surpassing quotas.
- Collaborated with engineering and executive teams from eight major enterprise companies, driving project success.
- Led business development presentations by delivering Bright Machines' value proposition to potential customers, identifying new revenue streams, and fostering long-term relationships with enterprise clients.
- Developed and implemented a comprehensive SOP and training toolkit, improving onboarding efficiency for Sales Development Representatives (SDRs) by 60%, contributing to faster ramp-up and increased productivity.
- Managed a portfolio of 70+ accounts in the Northwest territory, working closely with Sales Directors to drive account expansion and strengthen client relationships.

US Army KATUSA

Pyeongtaek, South Korea

1st Signal Brigade, 304th Battalion, Bravo Company

2013 - 2015

- Developed weekly CBRN training classes for B/Co and conducted 6-8 CBRN gas chamber trainings for the Battalion.
- Promoted to Battalion Sr. KATUSA to lead the 304th Battalion's 40+ KATUSA for outstanding leadership.

Education

Parsons School of Design - The New School

New York

Masters of Science, Strategic Design and Management

Sept 2024 - May 2026

New York University

New York, NY

Bachelors of Science in Sports Management, Organizational Management

Sept 2012 - May 2018