JUNGMI LEE

Senior UX Designer | AI, Hardware & Connected Experiences

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SUMMARY

Experienced UX designer and design leader with 15+ years of experience creating AI-powered products, next-generation hardware experiences, and connected digital ecosystems. Combines product strategy with hands-on design expertise to simplify complex interactions and deliver intuitive, scalable, user-centered solutions.

WORK EXPERIENCE

Sep 2024 – Present | Mountain View, CA
Google Pixel | Senior UX Designer (Contract via BayOne)

- Lead end-to-end UX design for next-generation Pixel biometric authentication, creating secure, intuitive, and seamless user experiences.
- Drive UX design for a new Gemini-integrated Pixel hardware experience, from early concept exploration through product development.
- Design on-device diagnostics and AI-powered virtual assistant experiences leveraging ML and Gemini to simplify troubleshooting and enhance device intelligence and user trust.

Jul 2022 – Nov 2023 | San Jose, CA
Roku Inc. | Senior UX Designer

- Led UX design for Roku Smart Home, creating seamless connected-device experiences across TV, web, and mobile.
- Redesigned key user experiences, including account management, app redesign, and settings, to improve usability, streamline user flows, and enhance product consistency.

Jan 2021 – Jun 2022 | Pennsylvania, USA
Lutron Electronics | Principal UX Designer

- Led end-to-end UX strategy and design across B2B web, mobile, and desktop products.
- Collaborated with cross-functional teams to deliver cohesive experiences and scalable design solutions.

Jan 2009 – Dec 2020 | Seoul, South Korea
Samsung Electronics | Lead & Senior UX Designer

- Led multidisciplinary teams in designing innovative mobile UX and cross-device experiences for Samsung flagship products.
- Developed patented UX innovations, including Always On Display (AOD), and contributed to key flagship experiences such as Edge UX, Notification Panel, and Samsung Keyboard.

SKILLS

Design: UX Strategy, User-Centered Design, Interaction Design, Information Architecture, Cross-Platform UX
AI & Hardware: AI-Powered Experiences, Hardware UX, Connected Devices, AI-Assisted Design
Research: Journey Mapping, Usability Testing, Contextual Inquiry, Competitive Analysis, User Interviews
Tools: Figma, ProtoPie, Generative AI Tools, AI-Assisted Prototyping

EDUCATION

M.S. in Smart Home Environment & Universal Design | Yonsei University | Seoul, South Korea
B.A. in Human-Environment & Design | Yonsei University | Seoul, South Korea