

Chloe Lee

Product Designer · Seoul, South Korea · Relocating to New York
chloelee00516@gmail.com · chloe-lee.com · linkedin.com/in/chloelee-design

Product designer with a Communication Science background, grounded in **user research** and **design systems**.
Designed, built and shipped my own iOS app.

EXPERIENCE

Independent · Freelance & Habitto

Remote

Product Designer

Feb 2026 – Present

- Designed, built and shipped **Habitto**, an iOS habit tracker **live on the App Store**, owning product decisions, UX/UI and AI-assisted SwiftUI development.
- Delivered **10+ client projects**, designing **product detail pages (PDPs) and websites** for brands across supplements, fitness and seasonal retail.
- Design **packaging** and **App Store screenshots** for clients.

AirBeamTV BV

Amsterdam, The Netherlands (Hybrid)

UI/UX Designer

Jun 2025 – Feb 2026

- Redesigned a **Screen Mirroring mobile app** to improve usability and visual consistency.
- Redesigned an **AI Tutor app** and created a **full design system** for scalability and consistency.
- Created **App Store screenshots and ad creatives** for multiple screen-mirroring apps.
- Designed **print materials** and produced **video and image assets** for Manganelli PoS screens (digital kiosks).

Project OneZero

Seoul, South Korea (Remote)

Volunteer UI/UX Designer

Jan 2025 – Apr 2025

- Designed and prototyped OneZero's **official website**, a responsive experience tailored to its target users.
- Created the **complete brand identity**: logo, typography, colour palette and visual guidelines.
- Built a **design system in Figma** for consistency and scalability across the product.

DTT Multimedia

Amsterdam, The Netherlands (Hybrid)

UI/UX Design Intern

Mar 2024 – Aug 2024

- Designed apps and websites across **healthcare, government, AI and B2B sectors**, informed by user, client and stakeholder feedback.
- Ran an **A/B study** (Qualtrics, SPSS) showing scientific cues in app copy **raised purchase intention** ($p < .005$).
- Wrote **design hand-offs, user stories and requirements**, reducing alignment errors with developers.
- Expanded and maintained DTT's **design component library**.

Antheia Fit

Amsterdam, The Netherlands (Hybrid)

Product Designer

Oct 2023 – Jan 2024

- Boosted **product sales by 12x** and reached **4M TikTok views** by designing the "Aesbody" and "Essential Seamless" collections.
- Designed a **cohesive brand identity** and **brand guidelines** across logos, apparel, and digital and physical channels.

RealCoach

UI/UX Designer

Remote

Apr 2023 – Sep 2023

- Designed the **MVP from scratch** as sole designer on an 8-person team: research, user flows, IA, wireframes and prototypes.
- Led UX research, including a **survey of 160 trainers**, to shape the trainer-first MVP.
- Built a **design system and developer documentation**, reducing implementation errors.
- The app later grew to **30,000 monthly active users** (2025).

EDUCATION

University of Amsterdam

BSc Communication Science, minor in E-Business

Amsterdam, The Netherlands

Sep 2019 – Sep 2024

- Trained in **qualitative and quantitative research**: surveys, experiments, interviews and statistical analysis (SPSS).

SKILLS

Design Mobile & web design, interaction design, prototyping, wireframing, design systems, visual design, typography, logo design

Research User research, interviews, surveys, A/B testing, journey mapping, competitor analysis, information architecture

Tools Figma, Sketch, Illustrator, Photoshop, After Effects, Cursor, Claude

Code HTML, CSS, JavaScript, React, Python, SwiftUI (AI-assisted)

Languages English (fluent), Korean (native)

Amsterdam, 11-09-2024

Subject: Recommendation letter

To Whom It May Concern,

Hereby I send you a recommendation letter for Chloe Lee. She worked for 5 months at DTT and made nice contributions for our design team.

She was part of our design team, where work methods and structures were created and adjusted in order to improve efficiency. Chloe has gained experience regarding multiple topics within DTT, such as;

- Providing DP (detail page) assets for our website, including visuals like banners and animations for functionality screens.
- Writing user stories for several projects to support development documentation.
- Designing a full functional design for one project under the supervision of a lead designer.
- Collaborating with other designers to complete functional designs for several projects.
- Working on designs for existing projects, integrating client or internal feedback.

She is also eager to learn; has a positive attitude towards feedback; works well in a team environment; able to think critically about the received feedback and design.

Sadly, given the situation which DTT is in at the moment, we can't give her a new contract. But we do want to take the chance to recommend her through this letter.

Kind regards,

DTT Multimedia B.V.



J. van Dijk
Owner



Subject: Experience Letter Chloe Lee
Date: February 6th, 2026

EXPERIENCE CERTIFICATE

TO WHOM IT MAY CONCERN

This letter certifies that Chloe Lee was an employee in the role of UI/UX Designer with AirBeamTV BV during the period beginning June, 2025 and ending February, 2026.

During her time with AirBeamTV BV, Chloe has remained dedicated and loyal to her work and responsibilities with our company.

She has done an exemplary job while in this role. Chloe has always maintained a professional and courteous attitude and appearance while with our company.

Her decision to end her employment with our company is solely her own decision, and we wish her all the best in her future career opportunities.

Please contact us for any additional information.

Sincerely,

Jan van Ottele
CEO AirBeamTV BV