

Chloe Lee

UI/UX Designer

Ferdinand Bolstraat 94, Amsterdam, The Netherlands
chloelee00516@gmail.com • www.chloe-lee.com • www.linkedin.com/in/chloelee-design

profile

As a UI/UX Designer with a background in Communication Science, I create intuitive, inclusive, and visually engaging designs grounded in user research and design best practices. I bring curiosity, empathy, and a collaborative mindset to every project, continuously learning and striving to deliver thoughtful, impactful solutions. Having lived in Korea, New Zealand, England, and the Netherlands, I thrive in multicultural environments and enjoy working closely with diverse teams.

Experience

UI/UX Designer
AirBeamTV BV

Amsterdam, The Netherlands (Hybrid)
June 2025 – February 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 such as roll-up banners, beach flags, bollards, flyers, stickers, posters, and letters.
- Produced video and image assets for Manganelli PoS screens (digital kiosks).

Volunteer UI/UX Designer
Project OneZero

Seoul, South Korea (Remote)
January 2025 – April 2025

- Designed and prototyped OneZero's official website, delivering a responsive and user-friendly experience tailored to their target user.
- Created the complete brand identity, including logo design, typography, colour palette, and visual guidelines.
- Built a comprehensive design system in Figma to ensure consistency and scalability across the product.

UI/UX Design Intern
DTT Multimedia

Amsterdam, The Netherlands (Hybrid)
March 2024 – August 2024

- Designed apps and websites across healthcare, government, AI, and B2B sectors, contributing to successful project launches informed by users, clients and stakeholder feedback.
- Enhanced development efficiency by creating design hand-offs, workflows, user stories, and requirements, reducing alignment errors and accelerating project timelines.
- Created visually engaging assets, illustrations, and animations using Adobe Photoshop and After Effects, improving user engagement and satisfaction.
- Expanded and maintained DTT's design component library, ensuring consistency and scalability within the design system.
- Collaborated closely with developers and cross-functional teams to bridge the gap between user research, UI design, and implementation.

Product Designer
Antheia Fit

Amsterdam, The Netherlands (Hybrid)
October 2023 – January 2024

- Designed a cohesive brand identity, including logos, apparel, and visual design assets, strengthening the brand's market positioning and appeal.
- Developed comprehensive brand guidelines and strategy, resulting in a consistent and recognisable brand presence across digital and physical channels.

- Boosted product sales by 12x and achieved 4M TikTok views by designing the “Aesbody” and “Essential Seamless” collections, successfully aligning designs with audience preferences and market trends.

UI/UX Designer
RealCoach

Seoul, South Korea (Remote)
May 2023 – September 2023

- RealCoach fitness membership management app reached 30,000 MAU (Monthly Active Users).
- Designed the MVP from scratch, including user research, user flows, information architecture, user persona, user journey mapping, wireframes, and low/high-fidelity prototypes.
- Created a cohesive brand identity, including logo design and presentation materials, enhancing brand professionalism and recognition.
- Built a comprehensive design system and detailed documentation for developers, reducing implementation errors.
- Communicated effectively with the developers and the project manager to resolve challenges, ensuring the timely delivery of milestones.

Education

University of Amsterdam
Bachelor of Science, Communication Science

Amsterdam, The Netherlands
September 2019 – September 2024

- Conducted user research using qualitative and quantitative methods such as surveys, experiments, interviews, and content analysis.
- Analysed data using statistical tools (e.g., SPSS) to uncover patterns and test hypotheses on media use and communication behaviour.
- Created data-driven advisory reports and communicated insights effectively to both academic and non-expert audiences.
- Explored how digital media, culture, and technology shape global societies and influence user behaviour.
- Applied research skills to real-world contexts through group projects, theme courses, and an international internship.
- Completed a minor in E-Business, gaining expertise in digital marketing, online commerce, and business strategy.

Skills

Software

Figma, Sketch, Illustrator, Photoshop, AfterEffects, HTML, CSS, Python, JavaScript, React JS

Design

Mobile/Web Design, Typography, Design Systems, Interaction Design, Prototyping, Wireframing, Illustrations, Visual Design, Logo Design

Research

User Research, Information Architecture, User persona, Journey Mapping, Competitor Analysis, Quantitative/Qualitative Analysis, Survey, Interviews

Soft Skills

Effective Communication, Problem-Solving, Stakeholder Management

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