



# JUNHA LEE

SR. PRODUCT DESIGNER | [E jaylee0379@gmail.com](mailto:jaylee0379@gmail.com) | [W jayleejunha.com](http://jayleejunha.com) | [L LinkedIn](#)

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## WORK EXPERIENCE

### SR. PRODUCT DESIGNER | [TD BANK](#) | Toronto, Canada | Sep 2025 - Dec 2025

For TD Easy Trade, an investment platform,

- Led E2E design delivery, collaborating directly with the TD team via Accenture Song.
- Drove HLD/VD sprints, conducting user research/testing focused on novice investor persona.
- Partnered cross-functionally to create MVP UX states, story tickets, and ensure efficient handoff.
- Maintained design system integrity and extended MOD components.

### SR. UX DESIGNER | [QUESTRADE FINANCIAL GROUP](#) | Toronto, Canada | Sep 2023 - May 2025

For Questrade Financial Group, an AI-powered online brokerage platform,

- Led design for QuestMobile, launching new features that improved UX and increased satisfaction by 16%.
- Provided UX estimates during quarterly PI Planning, managing sprints and backlog tasks.
- Managed bi-weekly design sprints, streamlining deliverables and boosting design-to-development velocity.
- Maintained and enhanced the design system, ensuring consistency and scalability across the platforms.

### SR. PRODUCT DESIGNER | [RITUAL.CO](#) | Toronto, Canada | Apr 2023 - Jun 2023

For Ritual.co, a social food-ordering platform:

- Redesigned the My Team tab, incorporating features such as Piggyback and group orders, resulting in a 23% increase in user engagement and a 20% rise in group order placements.
- Optimized the product design team framework, reducing project delivery time.
- Managed design system in collaboration with the engineering team.

### SR. PRODUCT DESIGNER | [CREDIT SESAME](#) | San Francisco, U.S. | Jun 2020 - Jan 2023

For Credit Sesame, a credit and digital banking app:

- Successfully launched a digital banking service, Sesame Cash, in the U.S., leading to a 43% increase in user adoption, 28% rise in user retention rates, and a monthly deposit of \$120MM.
- Led and delivered Cash Back Offers, resulting in a 40% increase in Sesame Cash sign-ups.
- Managed design sprints and led various design initiatives for the product.

### PRODUCT DESIGNER | [STACK Finance](#) | Toronto, Canada | Feb 2018 - Jun 2020

For STACK Finance, a digital banking app:

- Built and launched STACK Finance App in Canada, achieving over 60,000 downloads and established 31,000 new accounts within 4 months, as the fastest-growing digital bank.
- Designed and optimized diverse features such as P2P payments, Financial IQ, gamified referral program, etc, resulting in a transaction volume of over \$8MM.

## EDUCATION

### HUMBER COLLEGE | Toronto, Canada | Sep 2016 - Apr 2018

Diploma, Multimedia Design and Development (GPA: 3.5)

### KONKUK UNIVERSITY | Seoul, South Korea | Mar 2008 - Sep 2014

BFA, Visual Communications (GPA: 3.8)

## SKILLS

UX Strategy, Design thinking, UI/UX Design, Design systems, User research, Usability testing, Data-driven design, Systems thinking, Product management alignment, Design operations, Mentoring.

Figma, Adobe CC, Miro, Jira, Github, Framer, Storybook, UserTesting, Mixpanel, HTML/CSS/JavaScript