

# Gena Lee

genalee917@gmail.com | 832-576-5075 | Portfolio | LinkedIn

## EDUCATION

<b>University of Washington</b> M.S. Human Centered Design & Engineering   GPA: 4.0	Seattle, WA Sep 2025 - June 2027
<b>Emory University</b> B.A in Psychology   GPA: 3.8	Atlanta, GA Aug 2019 - May 2023

## WORK EXPERIENCE

<b>UX Designer &amp; Researcher</b> University of Washington Information School   Mind Palette	Seattle, WA Nov 2025 - Present
<ul style="list-style-type: none"><li>• <b>Designed and iterated low- to mid-fidelity prototypes</b> for <i>Mind Palette</i>, a GenAI-assisted emotion regulation (ER) tool supporting youth mental health.</li><li>• Led qualitative thematic analysis across <b>4 co-design sessions</b> with youth and clinicians, synthesizing key pain points into actionable insights that informed new features and end-to-end user flow improvements.</li></ul>	
<b>Design Researcher</b> University of Washington Information School   KidsTeam UW	Seattle, WA Jun 2025 - Present
<ul style="list-style-type: none"><li>• Facilitated <b>20+ co-design sessions</b> with children (ages 7–11) to explore their perceptions of emerging technologies and develop actionable design solutions.</li><li>• Led <b>10+ user studies</b> on AI-powered technology tools and gaming systems, collaborating with academic and industry researchers to uncover user pain points and improve usability.</li><li>• Conducted qualitative data analysis and thematic coding across 7 AI literacy research and design sessions.</li></ul>	
<b>Content Designer</b> Baylor College of Medicine   LUNA	Houston, TX Aug 2024 - Dec 2024
<ul style="list-style-type: none"><li>• Designed <b>12 internet-based Cognitive Behavioral Therapy (iCBT) motion-animated modules</b> using video making tools (Vyond) to deliver anxiety-treatment content for neurodivergent adolescents.</li><li>• Engaged <b>24 teens</b> from the teenage advisory board and <b>4 clinical psychologists</b> to iteratively refine content, enhancing user engagement and content relevance for adolescent users.</li></ul>	
<b>UX Research Assistant</b> Northwestern University   Impact Institute	Remote Jun 2024 - Nov 2024
<ul style="list-style-type: none"><li>• Synthesized <b>10+ literature reviews</b> on AI's impact and bias on sexual and gender minority (SGM) youth.</li><li>• Conducted qualitative data analysis and coding for 4 participatory design sessions with 20 queer teens, translating insights into actionable design recommendations for health AI tools.</li></ul>	

## DESIGN PROJECTS

<b>The Drizzle Project</b> (Course Project) University of Washington   Human Centered Design & Engineering	Seattle, WA Sept 2025 - Dec 2025
<ul style="list-style-type: none"><li>• Led an end-to-end research and design process for an integrated overhang system addressing accessibility and weather-related mobility challenges on campus.</li><li>• Designed <b>20+ high-fidelity frames</b> in Figma, incorporating usability feedback to reiterate user flow, UX writing, and design components</li></ul>	
<b>LUNA</b> (Learning to Understand and Navigate Anxiety) Baylor College of Medicine	Houston, TX Aug 2024 - Dec 2024
<ul style="list-style-type: none"><li>• Translated research and clinical insights to design and animate an online therapy program for teenagers.</li><li>• Developed low- to high-fidelity prototypes, incorporating the 12 iCBT modules in the LUNA program.</li></ul>	

## SKILLS

- **Tools:** Figma, Adobe XD, Miro, Notion, Adobe Creative Suite, Adobe Photoshop, Vyond, SPSS, Excel
- **Design:** User-Centered Design, Component Design, UX Writing, Participatory Design, User Personas, Low to High Fidelity Wireframing, Prototyping, Mockups, Storyboarding, User Flow, Journey Maps
- **Research:** Quantitative Data Analysis, Qualitative Data Analysis, Usability Testing, User Research, Affinity Mapping, Competitive Analysis, In-Depth Interviews, Literature Reviews