

SANGHUN HUNI LEE

Design + Business + Everything in Between

Everything I engage in, learn, and pursue is centered around becoming a UI/UX strategist best equipped to bridge design, marketing, and business needs for a pleasant user experience.

CONTACT

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EDUCATION

NORTHEASTERN UNIVERSITY September 2021 - April 2026 | Boston, MA

Bachelor's of Science in Design & Business | GPA: 3.9 | Creative Leaders Scholar

EXPERIENCE ➡ Visit **HuniLee.com** for full portfolio.

WIROART | FOUNDER 2021 - Present

Built an innovative gallery platform, offering emerging artists an affordable alternative to traditional galleries for holding exhibitions. From ideation to launch, I was responsible for the design/development of the branding, UI/UX, marketing, and various product lines. The platform has successfully launched with 25+ artists, 80+ artwork, one pilot location, alongside with \$1,200 in revenue for the first month of launching.

KOREA & MONGOLIA 30-YEAR NATIONAL RELATIONSHIP ANNIVERSARY EXHIBITION | PROJECT MANAGER, DESIGN LEAD

2022 - 2023 July | 6 months contract

Worked as a project manager and design lead for the biggest national exhibition held in Mongolia in 2023. I held responsibility for both business and design aspects. On the business front, I handled event planning, marketing, and HR. In the design realm, I created visual materials including 95-page catalogue, exhibition branding, posters, pamphlets, advertising flyers, and a commissioned website.

TEDx NORTHEASTERN | DESIGNER 2023 - Present

As a designer at TEDx Northeastern, I've been designing a wide range of the organization's visual assets, including posters, nametags, social media posts, website, and more for its biggest flagship event, TED Talk.

IDEA VENTURE ACCELERATOR | ANALYST Seasonal from 2022

At IDEA, the largest student-led venture accelerators in the country with \$644 million in external funding raised, I analyze startup applications with a primary focus on their products, business models, and potential.

WIROHEART ORGANIZATION | FOUNDER 2020 - 2021

Established a nonprofit, *WiroHeart org*, and partnered it with my highschool to hold monthly art competition during the pandemic to uplift the community while supporting local artists. My role included partnership formation, web design, branding, fundraising and event planning.

LUISHIELD STORE | FOUNDER 2018 - 2020

Founded LuiShield, an e-commerce store that specialized in retailing a range of uniquely designed sporting gears. The store did close to \$15,000 in sales total. My role included store/web creation, paid ads, and other business operations.

SKILLS

- | **UI/UX Design**
- | **Web Design/Development**
- | **Product Design/Development**
- | **Branding**
- | **Modeling/prototyping**
wireframing, prototyping
userflows, site maps, personas
- | **Visual/Graphic Design**
posters, pamphlets, booklets,
ad copies, video, and more.
- | **Marketing**
paid ads with targeting,
unique angle approach
- | **Business operation**
- | **Partnership establishment**

TOOLS

- | **Figma, Axure, FlowMapp**
- | **Adobe Creative Suites**
- | **Facebook Ads**
- | **Shopify, Wix, HTML&CSS**
- | **Miro, Notion, Google Suites**
- | **Slack, Microsoft**

AWARDS

FIRST PLACE WINNER

Northeastern University -2023

Won the first place at the Northeastern's biggest startup competition, DemoDay.

DEAN'S LIST

Northeastern University -2023

CERTIFICATES

COLUMBIA UNIVERSITY

Summer school -2021

Economics, Entrepreneurship &
Social Justice

RISD

Summer program -2021

Exploration in Design