

KYUNGHEE LEE

Contact

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Portfolio

kyungheele-ux.com

About

UX and product strategy leader with 15+ years of experience. Skilled in driving the full product design lifecycle—from 0 to 1 initiatives to large-scale implementation—across diverse digital platforms including mobile, web, TV, and streaming devices.

Experiences

Sling TV

Principal UX Designer I 2019 - 2023

Led the end-to-end product experience across TV, mobile, and web platforms. I defined experience strategies, drove product vision, and collaborated closely with cross-functional teams and executives to align UX direction with business growth.

Sling FreeStream

- Initiated and launched a free with ad streaming experience across TV, mobile, and web
- Defined the product's core value proposition, UX principles, and audience segmentation strategy in collaboration with product and marketing leaders.
- Designed and optimized monetization funnels for prospects, formers, leads, and subscribers
- Closely partnered with senior stakeholders to align the user experience with business goals and brand architecture
- Outcome: Achieved multi-million MAU growth within 18 months of launch, alongside increases in engagement and session time

Sling TV Overhaul

- Initiated and led the full redesign of Sling TV across platforms, from strategic vision to execution
- Translated user research, market analysis, and business needs into a clear UX strategy and roadmap
- Developed experience frameworks and high-fidelity vision prototypes to drive alignment with leadership and cross-functional stakeholders
- Mentored four cross-functional teams, guiding ideation, iteration, and delivery processes
- Outcome: Delivered the first full redesign to the primary client in under a year, while completing all cross-platform design work within 18 months

Principal UX Designer, Mobile I 2018 - 2019

Identified critical UX and usability gaps in the mobile product through user research, data and behavioral analysis

Sling TV Mobile Proposal

- Proposed a mobile-focused UX strategy to executive leadership, reframing mobile as a core engagement platform rather than a secondary surface
- Outcome: The strategy was immediately adopted, directly triggering the "Sling TV Overhaul" project and laying the foundation for a platform-wide redesign

Dish Network

Sr. Staff UX Designer I 2015 - 2018

Led UX for incubation-stage product innovation, focusing on 0 to 1 execution, cross-platform workflows, and emerging technologies, while mentoring design teams and partnering with senior leadership.

Sling Studio

- Led UX for SlingStudio, an SVP-backed incubation project focused on multi-camera live video production
- Drove the product from 0 to 1, designing and validating the user experience from initial concept to MVP launch
- Designed cross-platform workflows for video creators across mobile, tablet, and desktop interfaces
- Partnered with leadership and engineering to define user scenarios, technical constraints, and go-to-market scope
- Proposed and contributed a patent-pending plugin for Adobe Premiere Pro and Final Cut Pro that enabled automatic multi-camera alignment
- Outcome: Successfully launched MVP and helped establish SlingStudio as a new product category within DISH

Staff UX Designer I 2014 - 2015

Led mobile UX across DISH's core apps, managing a small design team and delivering cohesive, research-driven user experiences that improved retention and feature adoption. (Dish Anywhere, Explorer, HopperGo)

Dish Anywhere & Explorer & Hopper Go

- Responsible for leading design and research initiatives for DISH apps.
- Managing and mentoring team of 4 user experience and visual designers.
- Outcome: Delivered cohesive experiences across mobile products, improving user retention and feature adoption

Adobe

Experience Designer I 2011 - 2014

Led UX design for video and audio tools in Adobe Creative Suite, enhancing workflows for professional creators across desktop platforms.

Adobe Rover

- Contributed to an incubation project focused on tablet-based media workflows.
- Designed interaction models and UI concepts for media file browsing, video tagging, and editing, integrating tightly with Adobe Creative Cloud.

Adobe DaVinci

- Helped define the UX vision for a next-generation drawing application for tablets as part of an internal incubation project.
- Explored intuitive sketching workflows using pressure-sensitive brushes, search-powered reference features, and seamless cloud sync.

Adobe SpeedGrade (CS 7, CC, Touch)

- Led the UX adaptation of SpeedGrade—Adobe’s newly acquired color grading tool—into the Adobe Production Suite.
- Redesigned the UI for consistency with Premiere Pro and defined integration touchpoints to support a smooth editing-to-coloring workflow.
- Proposed the development of phone and tablet versions of SpeedGrade to expand its accessibility and versatility.

Kodak

Interaction Designer I 2010 - 2011

Designed and streamlined user experiences for digital imaging software, focusing on simplifying complex camera and image editing tools for prosumers.

Black Fade Emotive

- Worked with design managers and human factors teams to define the next-generation UX for Kodak’s digital product lines, including cameras, video recorders, digital picture frames, and TVs.
- Contributed to early-stage interaction concepts and visual design explorations to modernize the brand’s consumer experience.

Kodak Fire

- Redesigned the media management interface for reviewing, searching, and editing visual content.
- Collaborated closely with user research teams to ensure usability improvements were grounded in actual user behavior and accessibility standards.

Interactive TV Media Group

Sr. Product Manager I 2005 - 2008

Led multiple IPTV and VOD product initiatives as a product manager, overseeing end-to-end strategy, cross-functional coordination, and execution across media platforms.

Channel Hosting (Personal channels on TV)

- Led market research and service planning for personal channel hosting on Korea’s IPTV platform
- Defined the service direction from scratch and collaborated with engineering and design teams to build the foundation of the offering

TV Baduk (Interactive Go game)

- Managed the end-to-end product lifecycle for an innovative Go game service enabling interaction between TV and web users
- Oversaw external partnerships, daily operations, UX planning, and direct coordination with clients

LG IPTV VOD

- Led UX and service enhancements for LG's IPTV VOD experience
- Restructured content architecture, UI flow, and remote control interaction patterns to improve usability

Media 2.0

- Worked with Korea Telecom to redefine content discovery UX for IPTV
- Delivered interaction models and visual design specs focused on intuitive navigation and increasing engagement

Skills

User experience design, Product design, Design strategy, Product strategy, User research, Market research, Data analytics, Design management, Project management

Education

Rochester Institute of Technology

Computer Graphics Design, Master of Fine Art

HanYang University

Marketing Management, Master of Business Administration

The Art Institutes of Pittsburgh

Graphic Design, Bachelor of Arts