

KYUHO LEE

(781) 780-1459 — kyuho.net — kyuho@upenn.edu

EDUCATION

University of Pennsylvania - Philadelphia, PA

May 2025

Candidate for B.A. in Design, Minors in Computer Science & Psychology

- GPA: 3.9/4.0
- Coursework: Product Design; Human Computer Interaction; Data Structures & Algorithms; Artificial Intelligence
- Leadership: Penn Environmental Sustainability Advisory Committee, Institute of Contemporary Art Student Board, Netter Center Student Advisory Board, Lotus Philanthropic Society, Dean's List

PROFESSIONAL EXPERIENCE

Speak, Design Engineer, Product Designer - San Francisco, CA

June 2024 — February 2025

- Joined as sole designer at Speak, an AI language learning app backed by OpenAI, Khosla, and Buckley Ventures
- Shipped multiple features: redesigns of home screen, course view, end of lesson experience, and paywalls
- Implemented unit summary feature in SwiftUI, shipping to all iOS users and boosting unit-level engagement
- Created design system from scratch, implemented across both engineering and product workflows
- Onboarded 4 designers, defined, documented, and conducted design operations for all new features

District, Growth Marketing Intern - New York, NY

June 2024 — August 2024

- District is a startup revolutionizing ecommerce: \$11m seed funding led by A16Z, Kindred, Greylock, Compound
- First growth marketing hire, grew socials with short-form content — garnered over 50k impressions on 4 platforms
- Worked with co-founders to refine marketing positioning and messaging, rewrote home web page copy
- Brought 10+ micro & mid-tier influencers onto platform, resulting in all-time high in GMV (35% increase from May)

Dyneti Technologies, Marketing and Business Development Intern - San Mateo, CA

May 2023 — July 2023

- Worked directly under CEO of Dyneti, a Y-Combinator-backed credit card fraud prevention startup
- Led market research and gap analysis to develop 3+ strategic product roadmaps aligning with market demands
- Implemented omnichannel marketing and sales strategy, increased high-value leads 500%

iSTEAM Academy, Brand Designer, Web Developer - Burlington, MA

October 2022 — July 2023

- iSTEAM Academy is a 501(c)(3) non-profit that provides free robotics classes for children with special needs
- Spearheaded pivot to non-profit, conducted qualitative research to inform marketing and branding strategies
- Created two new websites, logo, brand language/strategy, led marketing initiatives, increasing enrollment by 50%+

PROJECTS AND EXTRACURRICULARS

Clique, Founder, Product Designer, Front-end Engineer - Boston, MA

August 2024 — Present

- Lead product design of Clique, a photo-sharing app that lets friends organize albums "by people, by moment."
- Developed roadmap, set OKRs, and managed sprints with founding team of 4.
- Defined brand identity, created prototype & design system in Figma, and implemented core flows in SwiftUI.
- Currently in TestFlight rollout, targeting public launch in Fall 2025.

Community School Student Partnerships (CSSP), Co-Director - Philadelphia, PA

September 2021 — May 2025

- CSSP connects Penn students with West Philadelphia schools to address educational inequities through mentorship
- Managed operations as liaison between CSSP Board, Penn administration, local schools, and 150+ student mentors
- Conducted semesterly recruitment — developed marketing strategy that increased organization size from 20 to 150+
- Developed rebranding, designed media graphics, maintain website, hired & trained 10 new board members

Keynotes A Cappella, President, Creative Director - Philadelphia, PA

September 2021 — May 2025

- Organized semesterly concerts, generating \$2,500+ in revenue per concert
- Worked with venues & event production teams, coordinate ticketing, conduct marketing initiatives
- Directed semesterly promotional photoshoots and design concert programs & posters, created website

SKILLS AND INTERESTS

Technical Skills: Adobe Creative Suite, Figma, Design Systems, Product Ops, HTML/CSS/JS, React, SwiftUI, Python

Languages: Conversational/Business Proficient Korean, Elementary Proficiency Mandarin

Personal Interests: Music Production, DJing, A Cappella, Digital Art, Running, Weightlifting, Ultimate Frisbee