

Darren Lee

Product / UX Designer

Skills

Tools

Sketch, Photoshop, Illustrator, InVision, Overflow, Abstract, Plant, Balsamiq, Github, Google Analytics, SmartLook

Skills

GV Design Sprint, Agile Methodology, User Flow, Competitive Analysis, Storyboarding, User Research, Wireframing, Rapid Prototyping, Usability Testing, Information Architecture, User Interface Design, Statistical Analysis

Web Development

HTML5, CSS3, SEO Optimization, JavaScript PHP, WordPress

Professional Experience

UI/UX Designer (Intern)

Sea Labs | May 2018 – Aug 2018, Singapore

Joining as Sea Group's first UI/UX Design Intern to work on a wide range of platforms, translating high-level business requirements into tangible user interfaces.

Product/UX Designer

StaffAny | Jan 2018 – May 2018, Singapore

Part of early team; Co-led product team researching and designing solutions to enhance shift managers existing methods of rostering; Ran 6 Design Sprints of > 40 user interviews, conducted usability tests, crafted user flows and information architecture, and shipped high-fidelity UI implemented in working prototype used by alpha users.

Web/UX Designer (Intern)

Arch Systems Inc. | Jan 2017 – Dec 2017, Mountain View, CA

Created Arch's design system and collaborated with engineering to improve consistency of branding across products; Contributed to 10X visitor count of marketing website — Expanded site to >50 pages, optimized desktop/mobile loading speeds by 50%, increased SEO scores by 40%, improved scaling with Jekyll framework; Conducted market research of customers including Fortune 500/1000 companies and pilots, and designed marketing collateral.

UX/UI Designer (Intern)

Flide | Jul 2016 – Dec 2016, Singapore

Contributed in product design through creation of information architecture, persona development, user journey mapping, and user interviews; Designed various screens including onboarding, payment, and templating screens.

Freelance Web Designer

www.darrenssdesign.com | Jul 2016 – Present, Remote

Designed websites for small business and organizations to create online presence; Boosted marketing reach through enhancing SEO and via marketing tools (work available on portfolio).

Education

Communication Studies and New Media (B.A.)

National University of Singapore | Expected Graduation: Dec 2018

NUS Overseas College

NOC Silicon Valley – Batch 31 | Jan 2017 – Dec 2017, Bay Area, USA

1 of 28 students selected for a prestigious internship program in Silicon Valley to learn more about entrepreneurship and to gain the experience and knowledge to start our own ventures