

Darren Lee

Product / UX Designer

Skills

Tools

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

Skills

Google Venture 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, JavaScript,
GulpJS, Jekyll, SEO
Optimization, PHP,
WordPress

Professional Experience

UI/UX Designer (Intern)

Sea Labs | May 2018 – Aug 2018, Singapore

Company's first UI/UX Design Intern working on a POS application used across over 10,000 food and beverage businesses in Thailand and Vietnam.

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 rostering methods; Ran 6 Design Sprints of >40 user interviews, conducted usability tests, crafted user flows, initial wireframes, 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 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 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; Designed various screens including onboarding, payment, and templating screens.

Freelance Web Designer

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

Designed websites for small business and organizations to boost online presence; Increased marketing reach through SEO and marketing tools like analytics (work available on portfolio).

Education

Communication Studies and New Media (B.A.)

National University of Singapore | Aug 2016 - 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.