

# Darren Lee

## Product/ UX Designer

### Education

#### Communication and

#### New Media (B.A.)

National University of Singapore  
Aug 2015 – Current  
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.

### Skills

#### Tools

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

#### Skills

Google Venture Design Sprint, Agile Methodology, User Flows, Competitive Analysis, Storyboarding, User Research, Wireframing, Rapid Prototyping, Usability Testing, Information Architecture, User Interface Design, Style Guides, Statistical Analysis

#### Web Development

HTML5, CSS3, JavaScript, GulpJS, Jekyll, SEO Optimization, PHP, WordPress

### Professional Experience

#### UX/UI Designer (Intern)

Sea Limited | May 2018 – Aug 2018, Singapore

Company's first UI/UX Design Intern working on a POS application used by more than 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 to research and design solutions to enhance shift managers' existing rostering methods — Ran 6 Design Sprints, interviewed users and conducted usability tests, crafted user flows and information architecture, designed 5 different versions of UI and shipped a 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 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 to 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.darrenssdesign.com](http://www.darrenssdesign.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 Google Analytics (work available on portfolio).