

# 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 • Principle

#### 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

Sea Labs' first UI/UX Design Intern working on a POS application used by more than 15,000 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.

#### Freelance Web Designer

[www.darrenlee.com](http://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 Google Analytics (work available on portfolio).

### Projects

#### My country wants to cashless, so I redesigned a digital wallet

[www.bit.ly/medium\\_dbspaylah](http://www.bit.ly/medium_dbspaylah) | Jun 2018

A personal redesign project that reached 6,000 views within a week, got me invited to Development Bank of Singapore to talk about the project, and received praise from Senior Managers of various banks and Design Leaders from reputable agencies and companies like IBM and Pivotal.