

# Darren Lee

## PRODUCT DESIGNER

### CONTACT

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### EDUCATION

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

Interactive Media Development specialization

National University of Singapore  
08.2015 – 01.2019

#### NUS Overseas College

NOC Silicon Valley, Batch 31  
01.2017 – 12.2017, Bay Area, USA

Prestigious technopreneurship program in partnership with startups in San Francisco Bay Area.

### SKILLS

#### Design

Rapid Prototyping with InVision  
Wireframing/UI with Sketch  
Graphic Design with Illustrator  
Motion Design with Principle  
Style Guides/Design Systems  
Abstract • Balsamiq

#### Research

Design Sprint • Agile Methodology  
User Flows • Competitive Analysis  
Storyboarding • Usability Testing  
Information Architecture  
Statistical Analysis

#### Web Development

HTML5/CSS3 • JavaScript  
GulpJS • Jekyll • SEO • PHP  
WordPress • Github • HotJar  
Google Analytics

### WORK EXPERIENCE

#### UX Instructor, Skillshare

12.2018 - Current // USA

Collaborating with Skillshare to instruct a UX course on Information Architecture.

#### IBM iX, Information Designer (Intern)

08.20.18 - 12.2018 // Singapore

Conducted research in sales processes to design an internal tool providing more transparency with clients and to develop a shared responsibility between Production and Sales teams.

#### Sea Ltd, UX/UI Designer (Intern)

05.2018 - 08.2018 // Singapore

Sea Labs' first UI/UX Design Intern working with developers and marketing to redesign marketing website on a POS application used by more than 15,000 F&B businesses in Thailand and Vietnam.

#### StaffAny, Product Designer

01.2018 - 12.2018 // Singapore

Co-led Product Team to research and design solutions enhancing shift managers' existing rostering methods — Ran Design Sprints, conducted user interviews and usability tests, crafted user flows and information architecture, and shipped a working prototype used by early users. StaffAny is released in App Store and Google Play.

#### Arch Systems, Designer (Intern)

01.2017 - 12.2017 // Mountain View, CA, USA

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; Conducted market research and designed marketing collateral; Created Arch's Design System to improve consistency across products.

#### Freelance Designer/Consultant

07.2016 - Present // Singapore

Provided design, marketing, and consulting services for SMEs in Singapore, USA, and Middle East; Includes UX design, web design and development, SEO improvements, and branding and marketing strategies.

### SIDE PROJECTS

#### DBS Redesign Case Study

06.2018 // UX Collective - [www.bit.ly/medium\\_dbspaylah](http://www.bit.ly/medium_dbspaylah)

A personal project reaching 6,000 views in a week, got me invited to Development Bank of Singapore to talk about the project, and received praise from Senior Managers of banks such as UOB, OCBC, DBS, and Design Leaders from reputable companies like IBM, PayPal, and Pivotal.