

# Darren Lee

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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.darrensdesign.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.