

Darren Lee

Product Designer

t: +65 9841 3771
e: darrenlee@u.nus.edu
w: darrensdesign.com

Education

Communications 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

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

Work Experience

Information Designer (Intern), IBM iX

August 2018 - Dec 2018 // Singapore

Designing a kit to provide more transparency with our clients and to develop a shared responsibility between Production and Sales teams.

UX/UI Designer (Intern), Sea Ltd

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. Worked together with developers and marketing to redesign marketing website for 3 different languages and developed style guide for both PC and mobile.

Product Designer, StaffAny

January 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 early users. StaffAny is released in App Store and Google Play.

Designer (Intern), Arch Systems

January 2017 - December 2017 // Singapore

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; Conducted market research and designed marketing collateral.

Freelance Designer

Jul 2016 - Present // Singapore

Designed websites for small businesses and organizations to boost online presence; Increased marketing reach through SEO & marketing tools.

Projects

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

August 2018 - Dec 2018 // Singapore

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 banks such as UOB, OCBC, DBS, and Design Leaders from reputable companies like IBM, PayPal, and Pivotal.