

# Byron Lee



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MSc (MRes) Experimental Psychology (Exp. 2023)

**University of Oxford**

BSc Psychology (Hons)

**University of Birmingham**



2015 – 2016

**Font Designer**; HiSi Co., Ltd.

2016 – 2019 (Remote)

**UED Lead**; DGJoy Co., Ltd.

2020 – 2021 (Intern)

**UX Designer and Researcher**; Alibaba Inc.



1

UK Railway  
Ticket Redesign  
Project

Class

From  
Universit

One way  
via any perm

Date of Travel  
01-Jan-18

 £ 14  
To D

1ST  
Class

urso

1ST  
Class

Journey continues  
Newton Abbot > Plymouth  
02-Apr-18 / 10:20 Cross

2

SteamCN  
Mobile App  
UED Lead

主题  
之前采用“拍卖”方式解锁成就

热点聚焦 - 3 天前

之前采用拍卖方式解锁成就  
Social Interaction Train  
者已经移除所

不同风格的女武  
各式幻想。单个  
元，内容同样收

想做好人的刘建明  
精锐会员

当时我看到这个帖  
奇，于是也参加了  
此游戏的全成就指  
ty.com/sharedfil  
，其中隐约提到此

资讯

新闻

福利折扣

论坛

新帖热帖

3

MTR Sung  
Typeface  
Engineering

九月九日

黄大仙

尖沙咀

JKLMNOP

5678908

opqrst

4

Lazada  
UX Design &  
User Research

or sit amet, has simul deseruisse  
eloquentiam an, eu qui dolor...

mei. Proque...

\$150.00

ero ceteros ea, ea primis putent  
tincidunt vel, usu verear vulpu...

ero cetos eafgg

\$150.00

Get Voucher

Buy \$20 more get \$10 off

Eu hinc exerci moderatius usu, alia  
perfecto constituam et qui...

Only 3 items in stock

7AM, WEu hinc

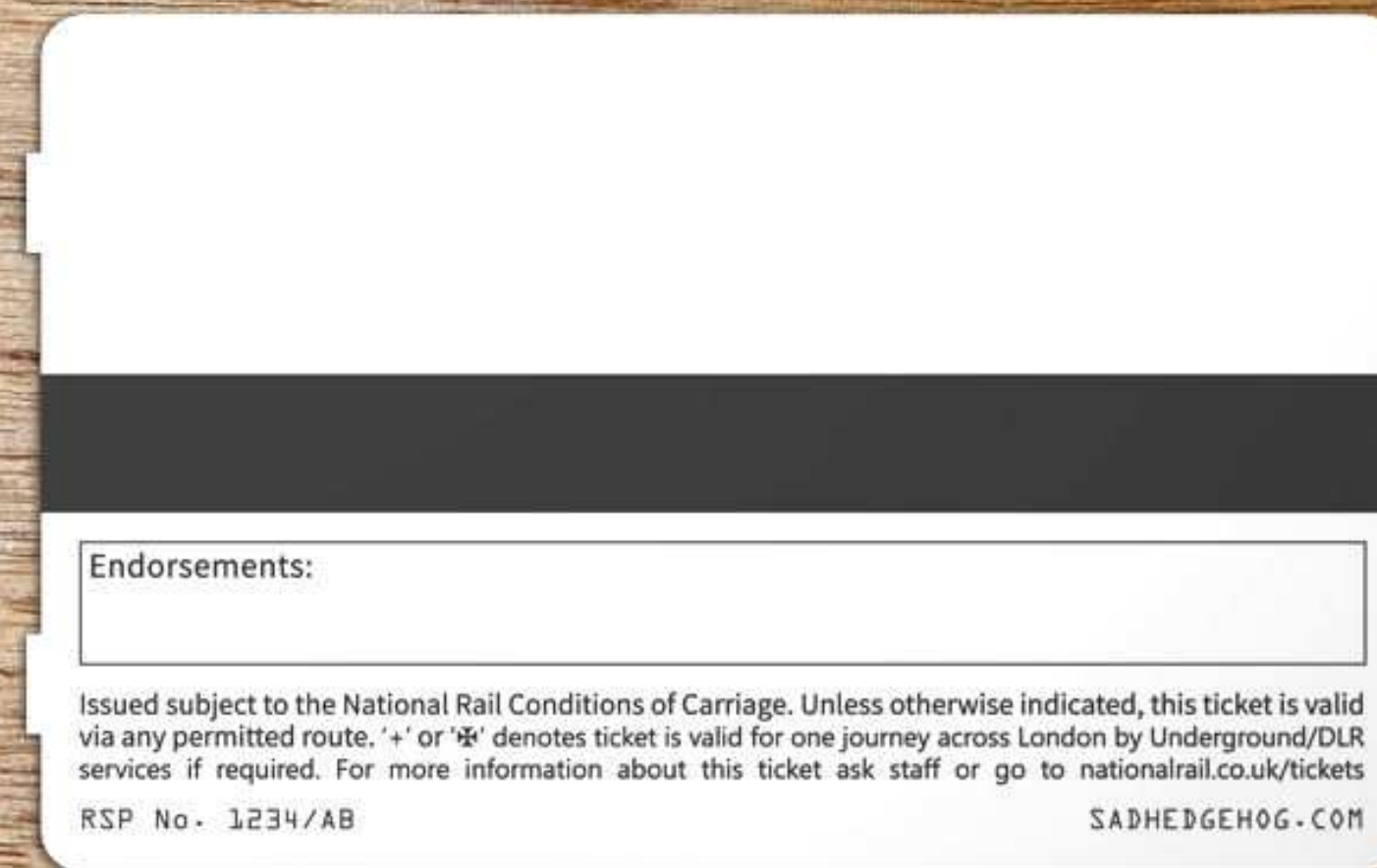
\$150.00

Total \$149.49

Check Out

Home Feeds Messages Cart Account





# National Rail UK - Ticket redesign project

## Project Owner



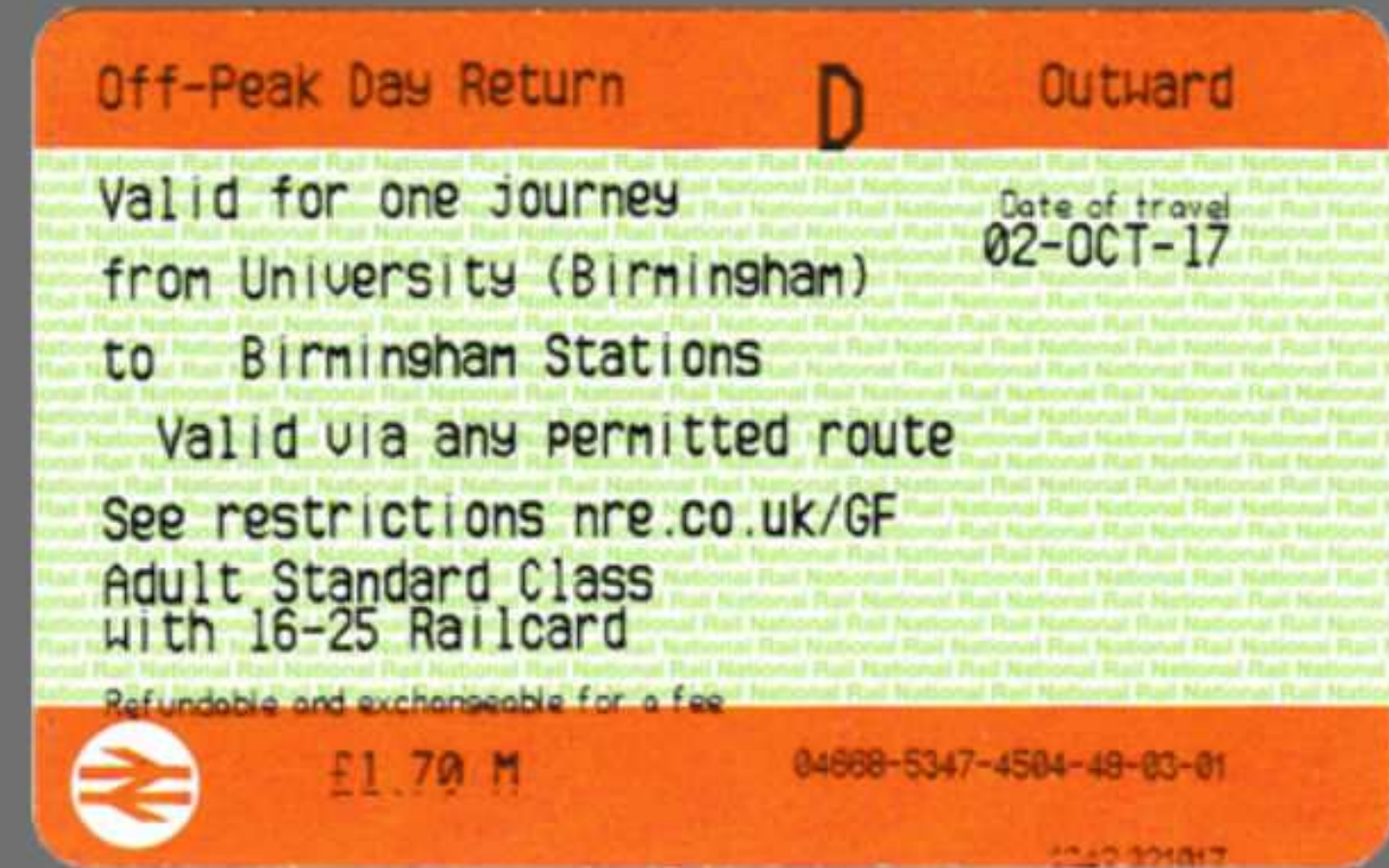
National Rail UK

# Ticket Redesign Project

- Reorganised the hierarchy to fulfil different groups of stakeholder: passengers, ticket office, conductors, bus and underground operators
- Compatible with aging equipment and outdated ticketing facilities of the railway system in order to create a feasible solution for the industry
- Developed symbol, text style, wordings and layout to their maximum potential to speed up accessibility of the key information

Before

APTIS NR'14



After

Redesigned  
Proposal





Not organised by the category of information

Class: STD ANYTIME DAY S ONE NIL SGL  
Ticket type: ANYTIME DAY S  
Start Date: 16-25 20-SEP-17  
Number: 20341 5698189196  
From: ST IVES CAMB BUS  
Valid until: 20-MCH-17  
Price: £28.60X  
To: UNIVERSITY \*  
Route: VIA CBG BUSWAY  
Valid: ON DATE SHOW

**SINGLE**

Return  
Coupon 2 of 2  
From: 19-Sep-16  
Until: 19-Oct-16

Valid for one journey from University to Birmingham International  
Valid via any permitted route

This ticket can only be used at certain times, for details ask staff or go to nationalrail.co.uk/G1

Adult Standard Class with 16-25 Railcard  
Refundable and exchangeable for a fee

£3.50 W 21728-2191-1389-22-02.00  
ToD CTR LGR58GCN/4879 1642:181217

**STANDARD** Class 16-25 Railcard Required **OP** Coupon 1/2

From University <-> Birmingham Stations

Outbound of return via any permitted route

Off-peak only  
Ask staff or see nre.co.uk/G1 for times

Start date 31-Dec-18 Return by 31-Dec-18

£ 3.50 W 12345-1234-1234-11-22.00  
ToD CTR 1234ABCD/6789 1234 : 567890

Vague abbreviation

This entire area of text has no diversity of...  
Insufficient space  
- Spacing  
- Font weight & size  
- Typeface  
- Row leading

Repeated Information

Amendment on front side

Still not categorised

Off-Peak Day Return **D** Outward  
Coupon 1 of 2

Valid for one journey from University to Birmingham International  
Valid via any permitted route

This ticket can only be used at certain times, for details ask staff or go to nationalrail.co.uk/G1

Adult Standard Class with 16-25 Railcard  
Refundable and exchangeable for a fee

£3.50 W 21728-2191-1389-22-02.00  
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Ask staff or see nre.co.uk/G1 for times

Start date 31-Dec-18 Return by 31-Dec-18

£ 3.50 W 12345-1234-1234-11-22.00  
ToD CTR 1234ABCD/6789 1234 : 567890

Coupon 1 of 2 **Coupon 1/2** **Off-Peak** **OP**

Valid via any permitted route  
via any permitted route

8-Dec-1 1-Dec-1 **Adult Standard Class** **S** **STANDARD** Class

This ticket can only be used at certain times, for details ask staff or go to nationalrail.co.uk/G1

Ask staff or see nre.co.uk/G1 for times

Return Outward **Outbound of return**

**D** **16-25 Railcard Required** **Return To** <->

Valid for one journey from



One way • Standard Class

From Lancaster  
Via Virgin Train West Coast

Valid as  
07:48 ON 17-JUN-18  
VIRGIN TRAINS

To Windermere

Coach A Seat 32  
Lancaster -> Windermere

12345-12345-12345


**9599**

**STANDARD**  
Class

**Two Together**  
Railcard Required

Coupon  
2/2

From  
**London Terminals**

<->

To  
**University**

Inbound of return  
via London Northwestern trains and connecting services

Start date  
**09-Nov-18**

Return by  
**08-Dec-18**

**£ 22.45 x**  
ToD CTR 1234ABCD/6789

12345-1234-1234-11-22.00  
1234 : 567890

Coupon 2/2

STANDARD Class

Two Together Railcard Required

From **London Terminals** To **University**

Inbound of return via London Northwestern trains and connecting services

Start date **09-Nov-18** Return by **08-Dec-18**

£ 22.45 X  
ToD CTR 1234ABCD/6789

12345-1234-1234-11-22.0  
1234 : 5678

Refund policy

11. Discourse symbols

- + Roadside  $\diamond$
- + Child  $\circ$

1  
J / F  
C

Journey details (J)

J1. Class { Standard STN  
First 1ST

J4\* Date of 12

J6<sup>+</sup> Destination

J8. Portion { <sup>SGL</sup> Oneway :

F1: Concessionary status

- Children under 16: CHILD
- Senior: SNR
- Young persons: 16-25
- Staff: PRIV

2 to 100

Wireframe

*Wireframing, prototyping, and testing with stakeholders on the actual tickets*

Off. real. Return J7 Ad.





**STANDARD**  
Class

From **University** >>> To **London Terminals**

One way  
via following trains and connecting services only

Birmingham New Street > London Euston  
28-Feb-18 / 19:23 Virgin Trains / Coach A Seat 17

 £ 16.20 X 12345-1234-1234-11-22.00

 **DAY TRAVELCARD**  
Photocard not required

Between **Milton Keynes** & **London Zones 1-6**

Travelcard  
via any permitted route

Date of travel  
28-Feb-18

 £ 28.05 X 12345-1234-1234-11-22.00



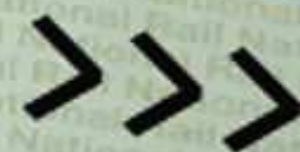
**1<sup>ST</sup>**  
Class

**26-30**

Railcard required

**OP**

From  
**London Euston**



To  
**Windermere**

One way  
via Virgin Trains West Coast trains and connecting services  
Off-peak only  
Ask staff or see [nre.co.uk/AB](http://nre.co.uk/AB) for times

Date of Travel  
**01-Jan-18**



**£ 44.90 M**

ToD CTR 1234ABCD/6789

12345-1234-1234-11-22.00  
1234 : 567890





SteamCN - Mobile app for a video game website

UED Lead



# SteamCN Video Game Website

## Mobile App

- Recreated a huge forum with more than 100k active users and all major features in mobile app
- Modified and customised Google's Material Design guideline to better adapt to the special practices in the Chinese mobile apps.



## Web

- Not adaptive
- Massive features
- No available APIs



## Mobile App

- Used tabs and responsive components to be adaptive
- Reconfigured the hierarchy to incorporate more features



Taking both visual and UX perspective into account, produced a highly customised HIG within the Material Design framework

评分

给 ConstantineNop 的帖子

体力

+9

-5+15

+9

蒸汽

-0+0

+0

评分理由 (可选)

☐ 通知作者

取消评分

蒸汽

-0+0

+0

体力

-5+15

+0

体力

+9

-5+15

+9

体力

-5+15

+1

-5力

-5+15

-5

体力

-5+15

+16

超出范围

昵称 (用户名)

昵称 (用户名)

蠢萌呆刺猬

密码

.....

手机号码

+86 18612345678

昵称 (用户名)

蠢萌呆刺猬

昵称 (用户名)

蠢萌呆刺猬😄

包含非法字符

评分理由 (可选)

乐

乐于帮助新人

乐意提供信息加分

乐天性格



← 平台研讨

≡ 主页

< 搜索 🔍

← 新贴 ▾



默认

一号项目 二号项目 三号项目

背景变深，在背景区域弹开遮罩，重新加载当前选项卡，按下当前选项

楼主推荐 备选推荐 权限管理

Dionys 本版置顶主题

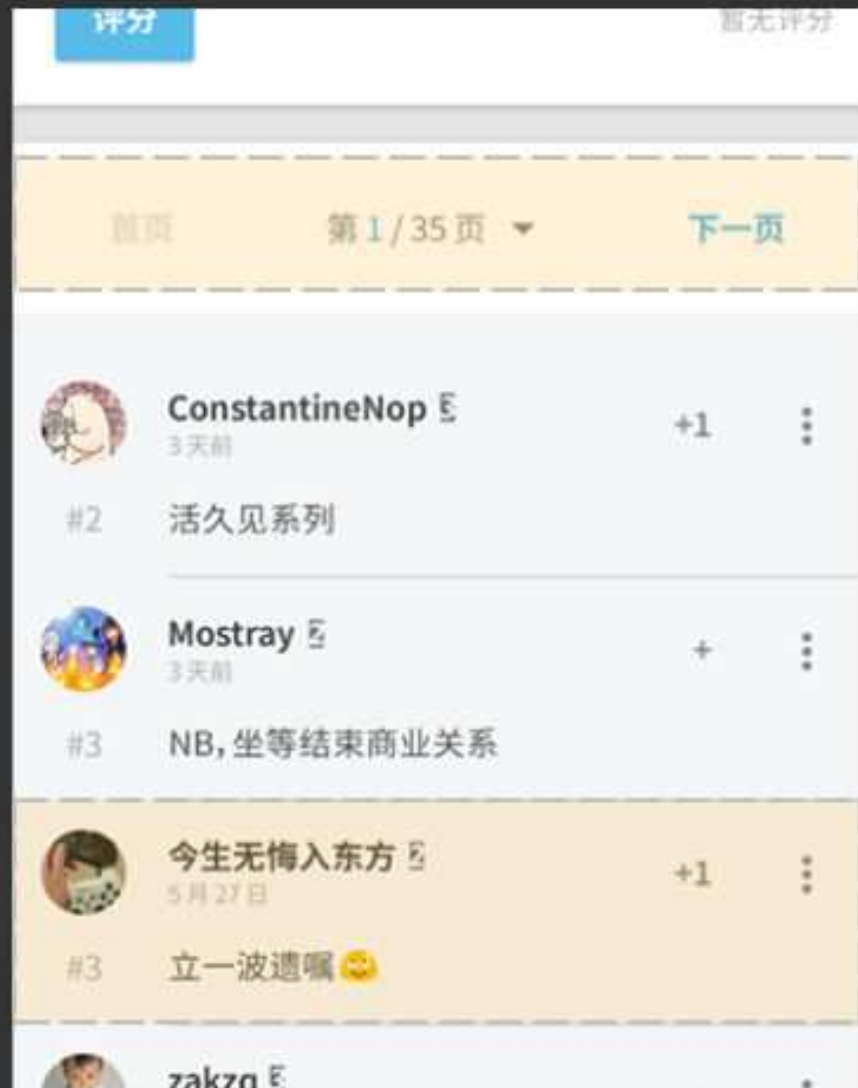
Steam 常用网站 / 插件及相关软件教

展开全部 (5)

首页 第 1 / 35 页 ▾ 下一页

首页 第 20 页 下一页

首页 第 1 / 100 页 下一页



可能存在剧透内容

作者使用了剧透标签

显示内容

eason001 E 3天前

#5

内容受密码保护

输入密码



## 不用向网页端势力低头

评分、关注、私信、签到。功能应有尽有。



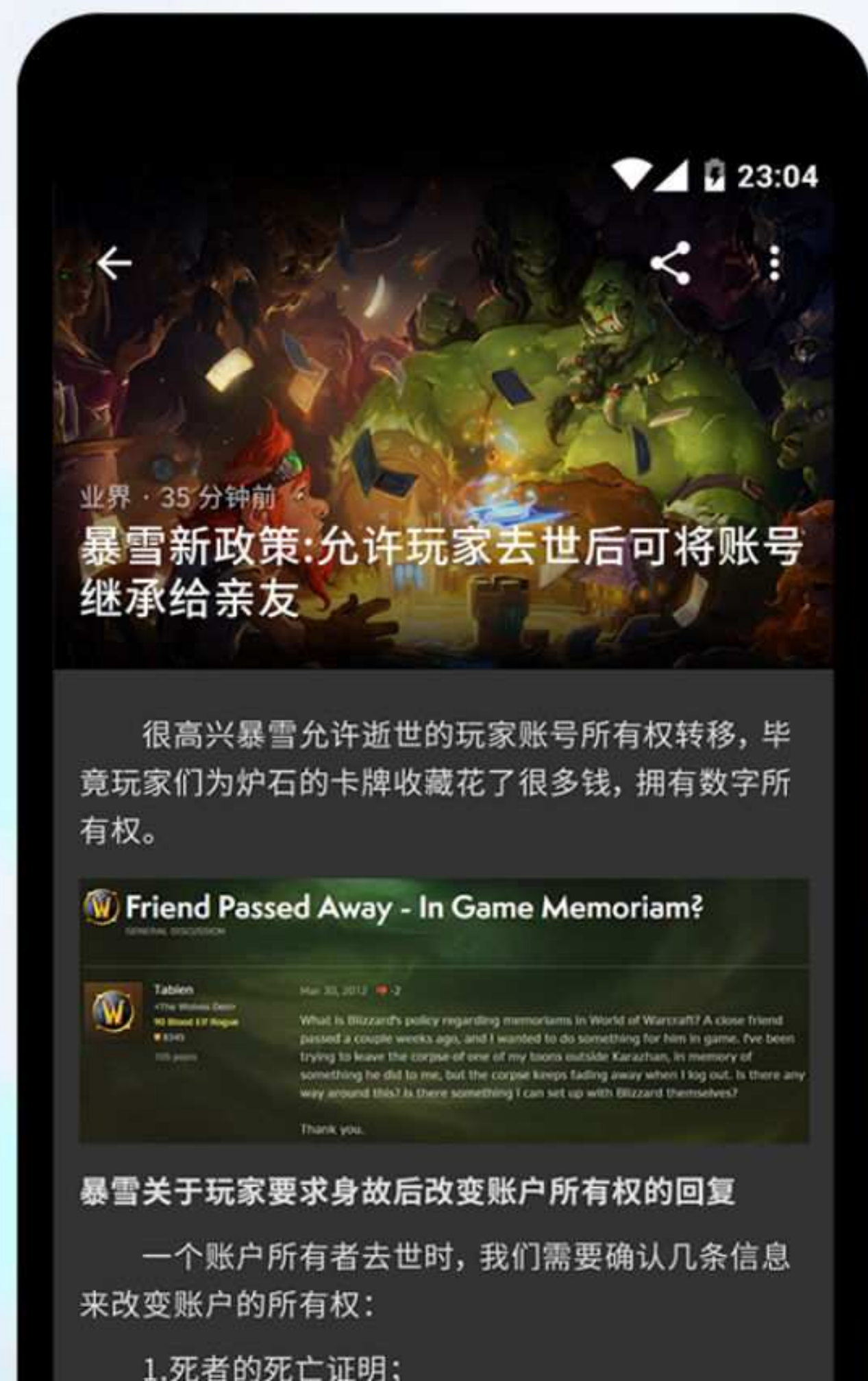
## 该不该买一眼知道

一键同步 Steam PSN XBOX 游戏入库状态



## 把快乐带到床上带进夜里

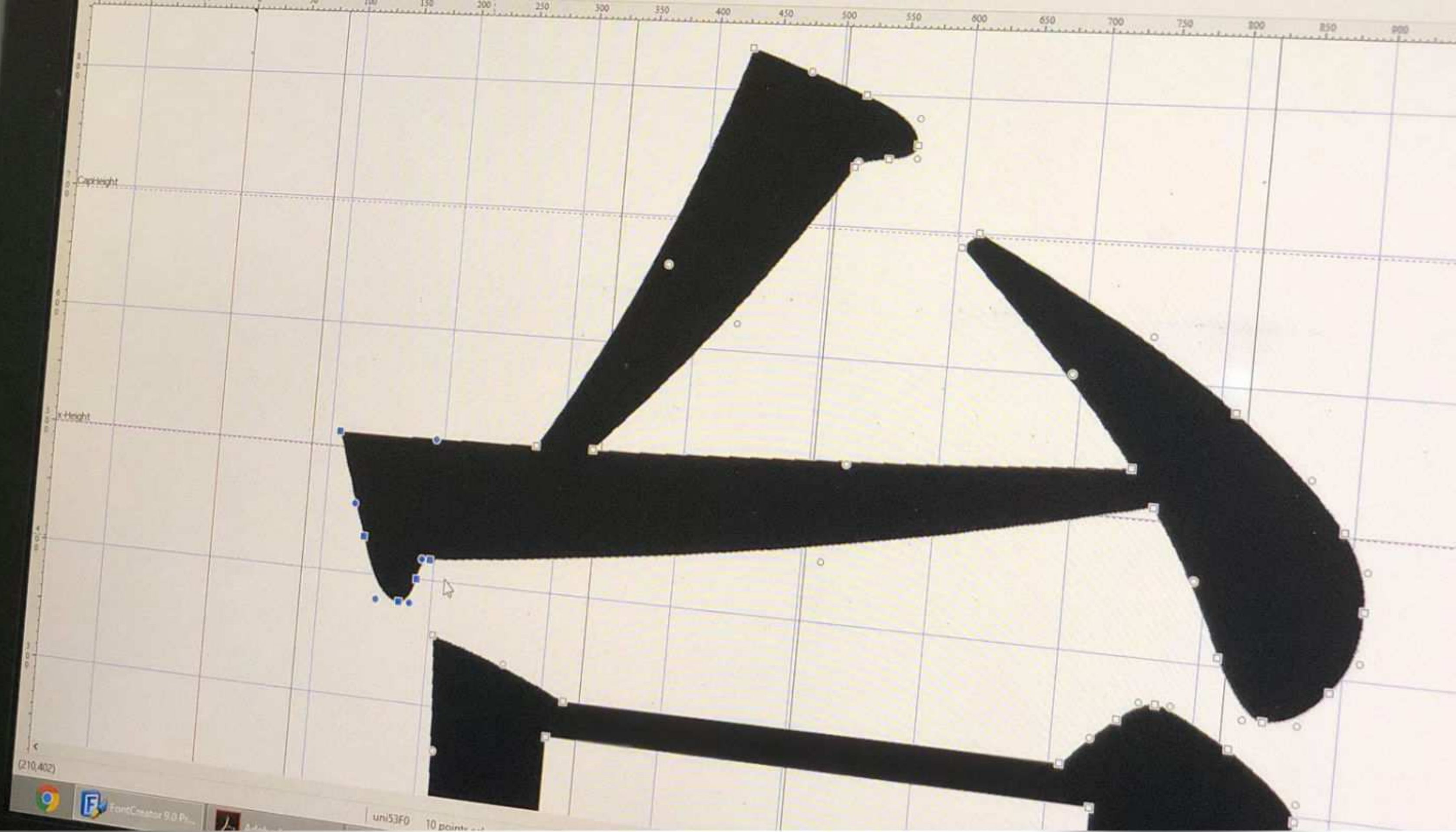
与系统设置同步的夜间功能











MTR Sung - Digitalisation of the Hong Kong Metro Typeface

**Project Lead**



MTR Sung

# Typeface Engineering

- The typeface which forms part of visual identity of Hong Kong Metro (MTR) dates back to pre-computer typesetting era
- Known for their exaggerated serifs that resemble Chinese calligraphy, the font stands out in a sans-serif dominated setting like wayfinding signs
- In addition to the written glyphs, digitalisation project also expand the font set to include vectorised icons, Japanese Kanji, and Simplified Chinese characters

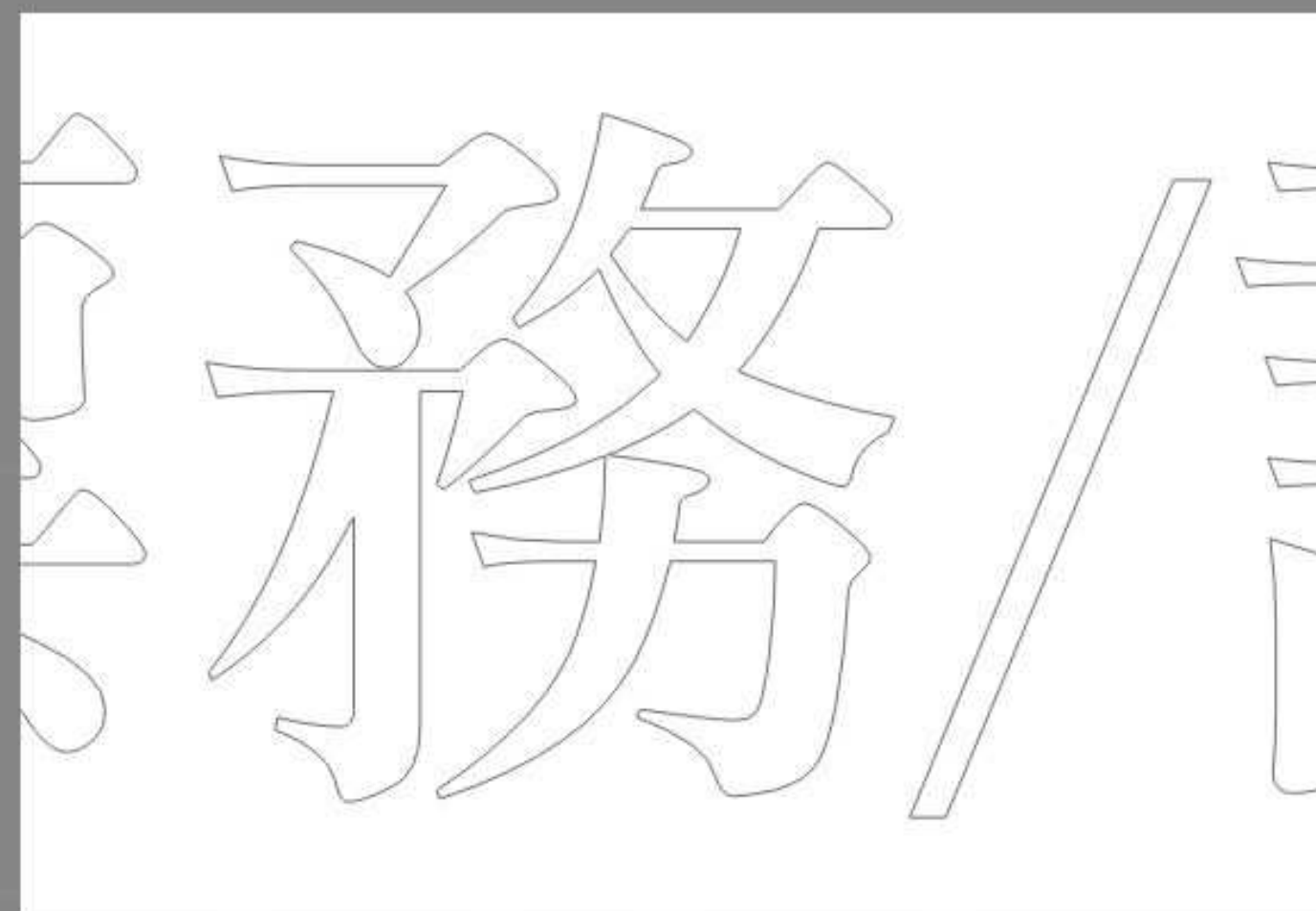
## Printed Materials

Referring to the design manual



## Digitalised TTF Font

Redrew and vectorised

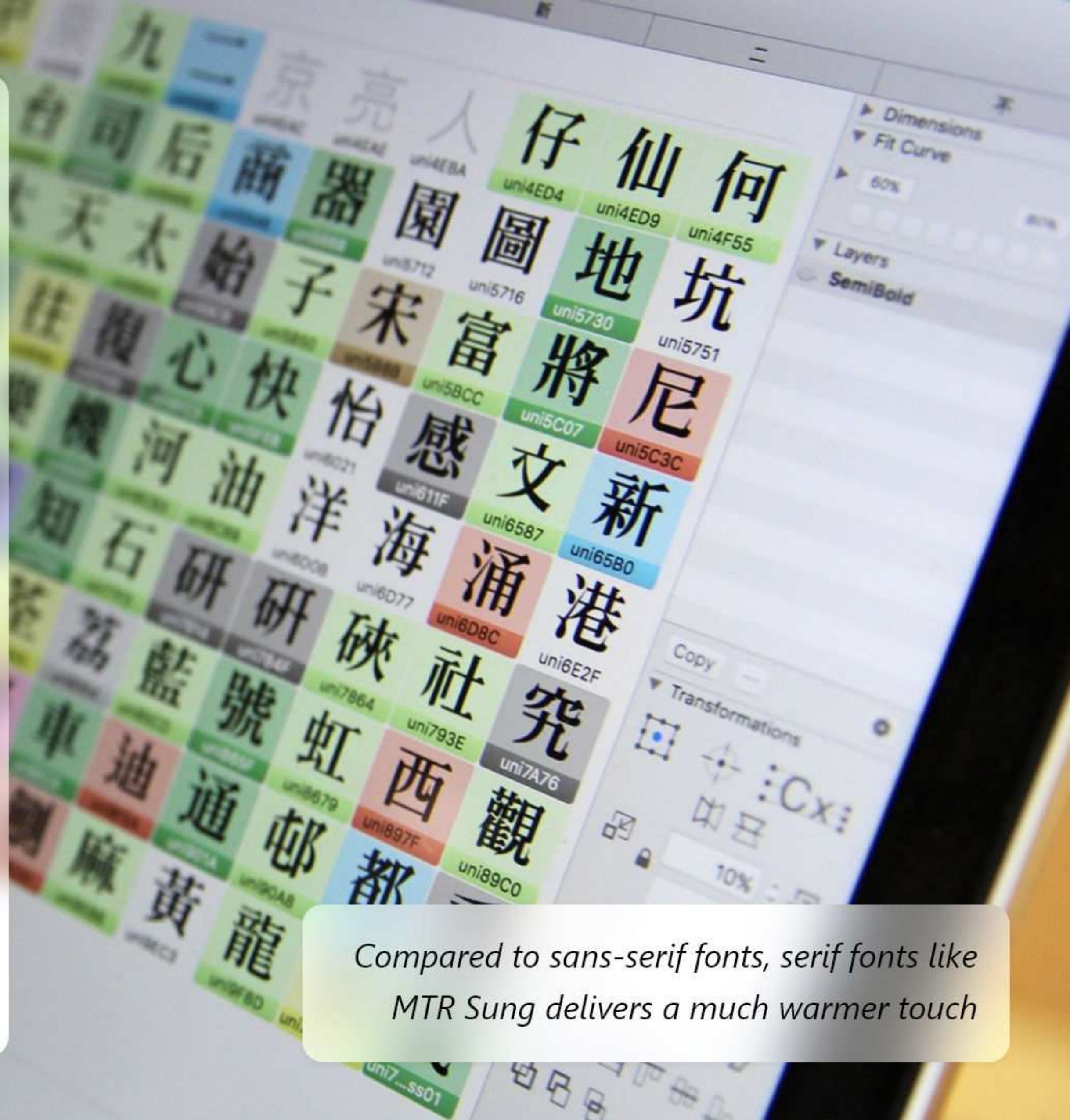




情感 情感

语气 语气

温度 温度



Compared to sans-serif fonts, serif fonts like MTR Sung delivers a much warmer touch



MTR Sung

# Typeface Engineering

- The digitalisation project enabled digital settings to adopt the typeface.
- Granting not just word processing tools, but also apps and websites to utilise the typeface



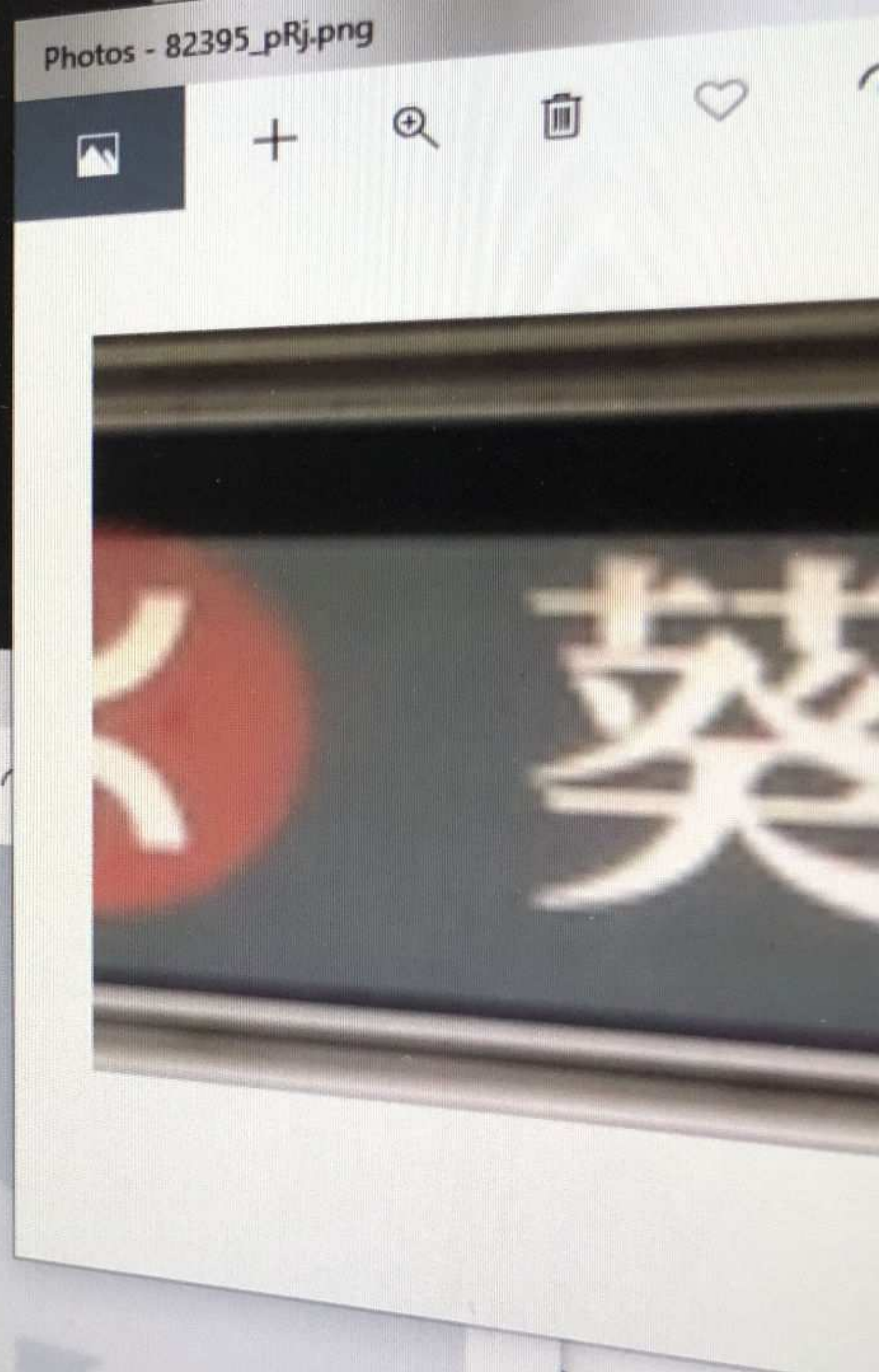
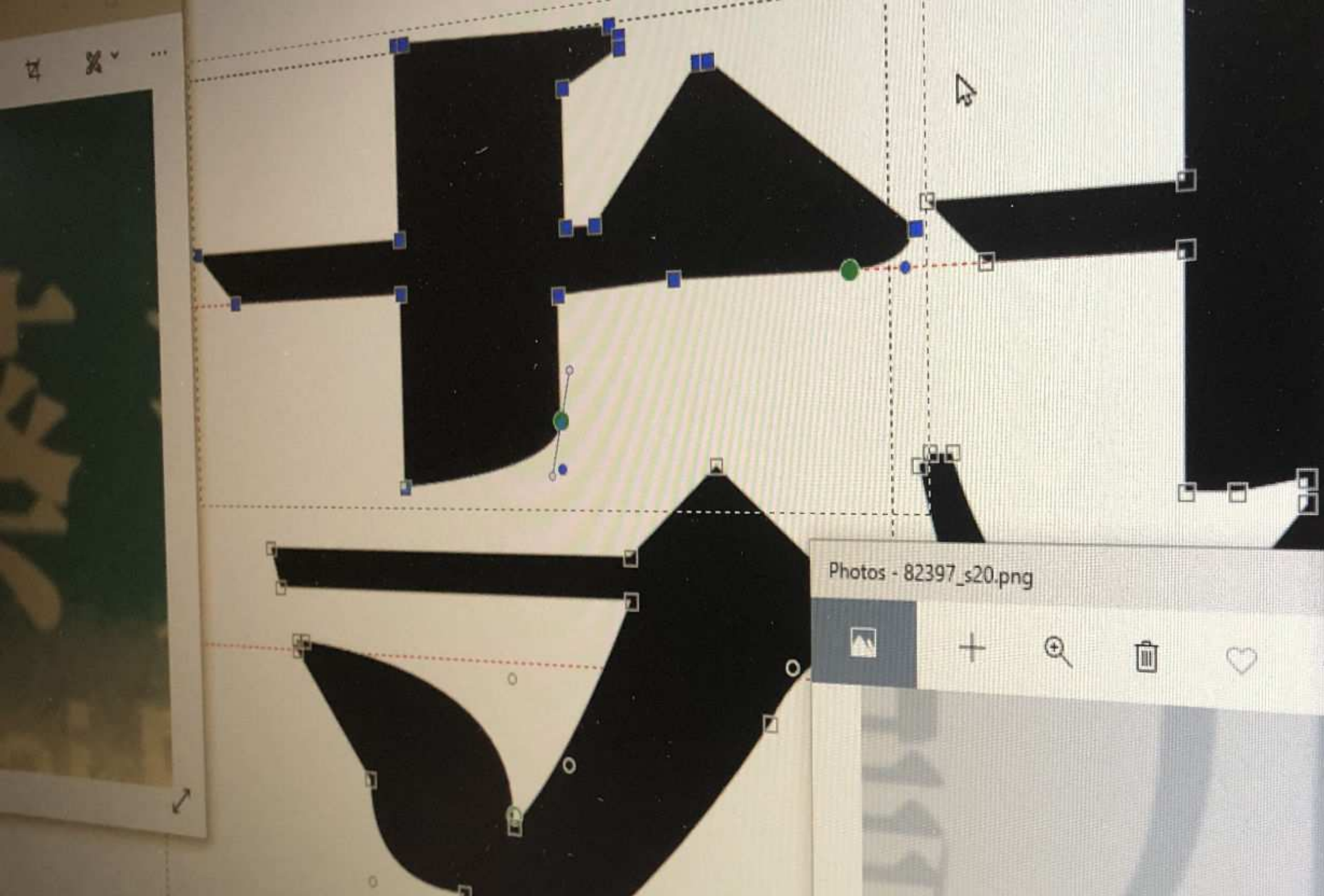


Chinese and English Type Styles

觀塘牛頭角九龍灣彩虹  
鑽石山黃大仙硤尾旺油  
麻地佐敦尖沙咀金鐘 /

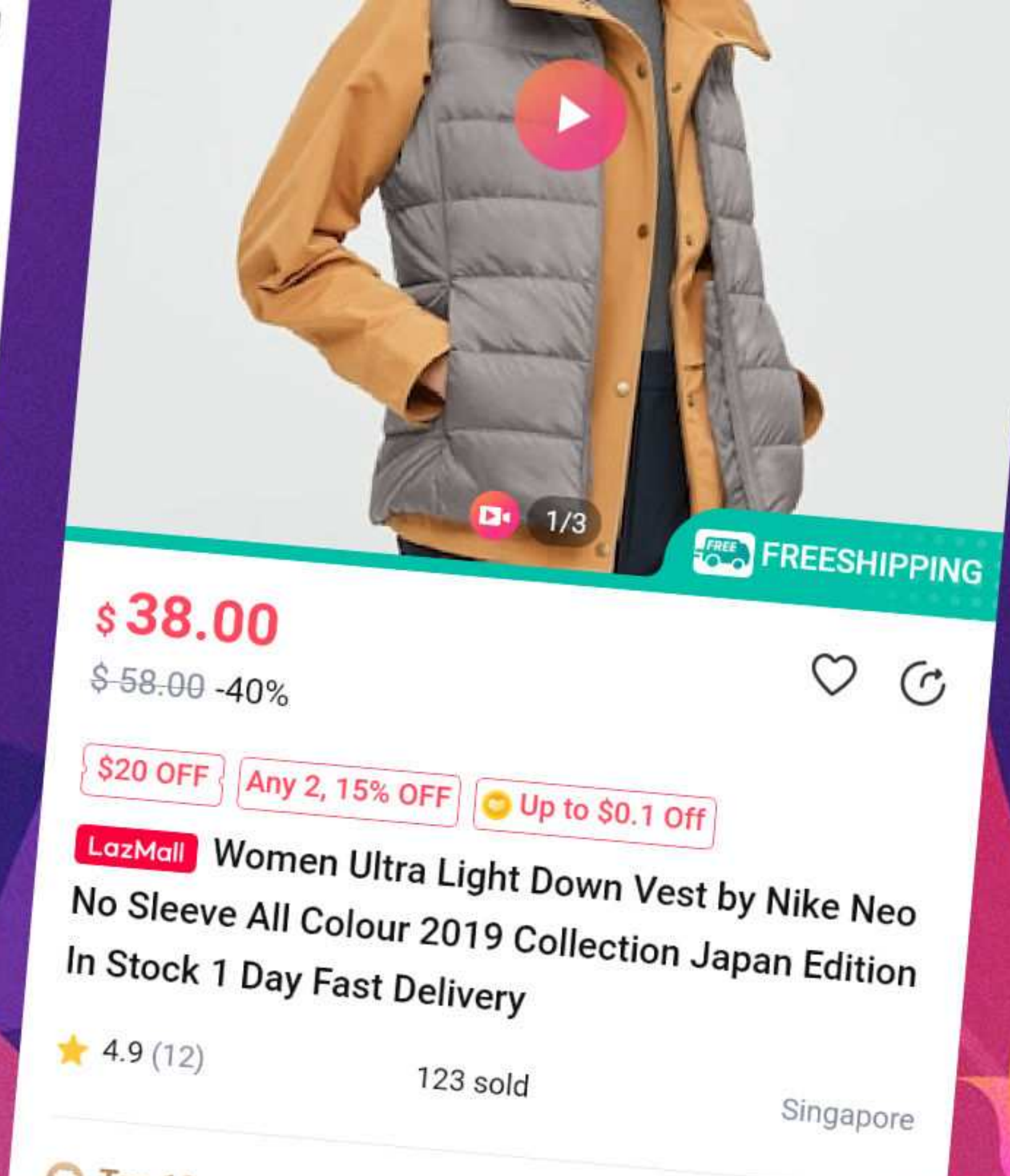
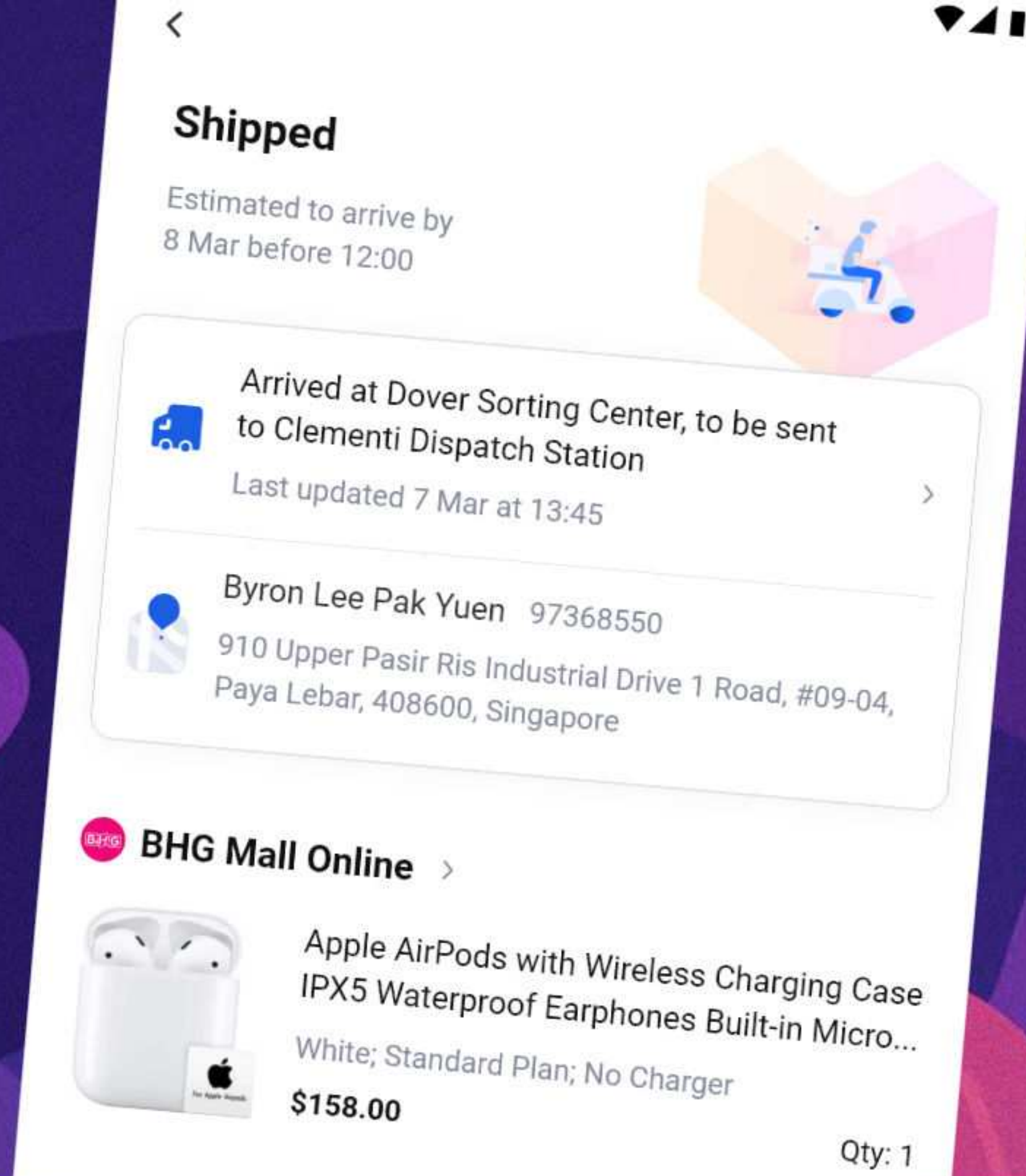
ABCDEFGHIJKLMN OPQRST  
UVWXYZ 1234567890 & ( ) / ,  
abcdefghijklmnopqrstuvwxyz





*The font retains many archaic radicals seen only in ancient scripts, some are considered exotic and intriguing even to the native speakers*





Lazada by Alibaba - the Largest eCommerce Platform in Southeast Asia

**UX Designer and User Researcher**



Highly modular components are built to fulfil the complex scenarios demanded by the diverse audience from six different countries

Standard Delivery (2-hour slots)

~~\$2.79~~ \$1.99 >

Please pin your location >


Standard Delivery (2-hour slots)

~~\$2.79~~ \$1.99 >

Please select your preferred slot >


Standard Delivery

~~\$2.79~~ \$1.99 >

 Est. Arrival: 18-28 Nov

Free Delivery


 ~~\$2.79~~ \$0.00 >

 Est. Arrival: 18-28 Nov

 Sharing parcel with other items

24Hr Guaranteed

~~\$9.99~~ \$7.99 >

 Est. Arrival: Tomorrow

## < Checkout



**Byron Lee Pak Yuen** 98602203

Singapore, Singapore, Block 536 Upper Bukit  
Batok East Avenue 5, #08-05, 521147 >



**BHG Mall Online** >



Apple AirPods with Wireless Charging Case  
IPX5 Waterproof Earphones Built-in Micro...

White; Standard Plan; No Charger

\$158.00

Qty: 1



Goshyda Car Heads Up HUD Display,  
OBD2+GPS Dual Mode Car Smart Gauge


Black 4.0" Display


\$99.00

Qty: 1

Standard Delivery

~~\$2.79~~ \$1.99 >

 Est. Arrival: 18-28 Nov >

 Store Voucher

~~-\$1.00~~ >

 Store Promotion

~~-\$5.00~~

Subtotal (1 item): **\$145.99**

**Payment Method**

[View All Methods >](#)

[+ Add Shipping Address](#)



**Byron Lee Pak Yuen** 98602203

Singapore, Singapore, Block 536 Upper Bukit  
Batok East Avenue 5, #08-05, 521147 >



**Byron Lee Pak Yuen** 98602203

Singapore, Singapore, Block 536 Upper Bukit  
Batok East Avenue 5, #08-05, 521147 >

**This address has become invalid, please update** >



**Byron Lee Pak Yuen** 98602203

Singapore, Singapore, Block 536 Upper Bukit  
Batok East Avenue 5, #08-05, 521147 >

[Pick up in a Collection Point nearby for free](#) >

6 suggested collection point(s) nearby



**KFC Counter, 23 Bugis Rd, Top Shopping  
Mall #1-26, Singapore 307683**

[Why can't I select my address ?](#)



**SF Express Collection Box**

6 Shenton way, Dolor Building, #43-01 A tower,  
Singapore

Phone: 02122538719

Hours: 9:00 - 23:00



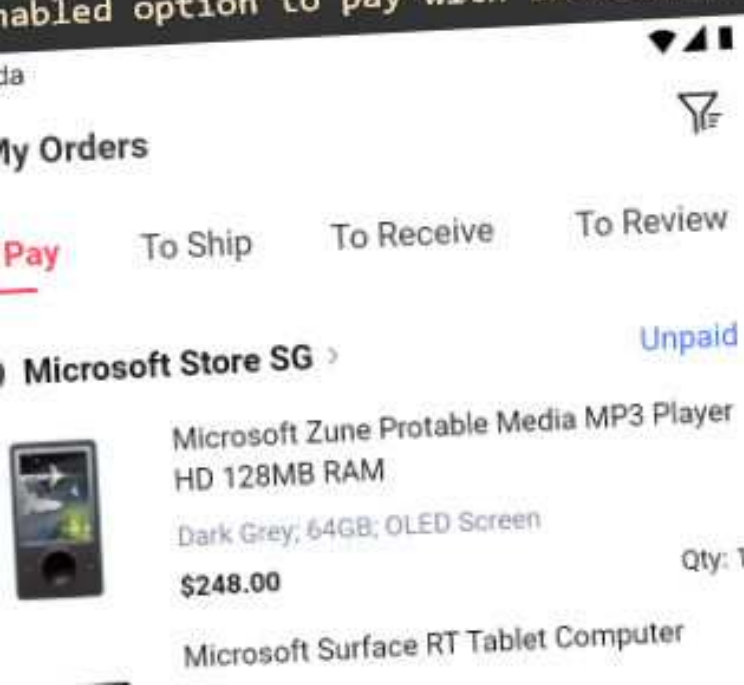
Conditions not Satisfied

Cancel' and 'Pay' actions



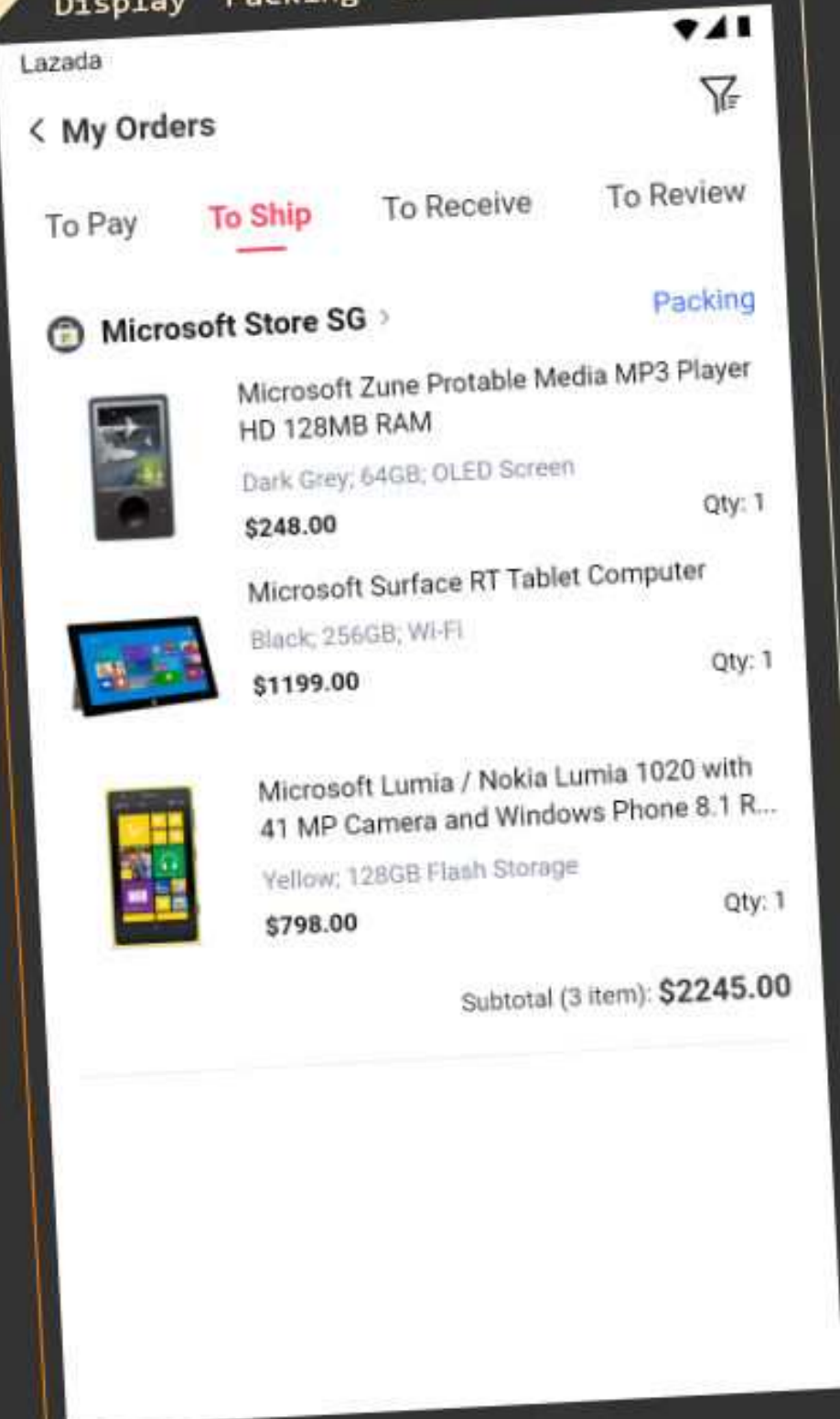
Payment not Required

Enabled option to pay with instalment



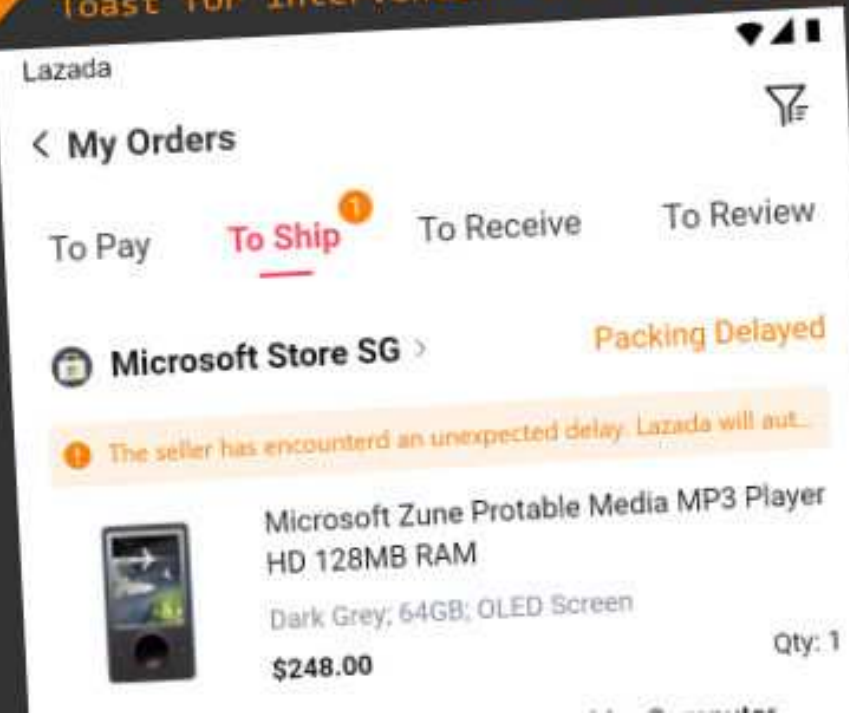
Fulfilment started

Display 'Packing' until ready to ship



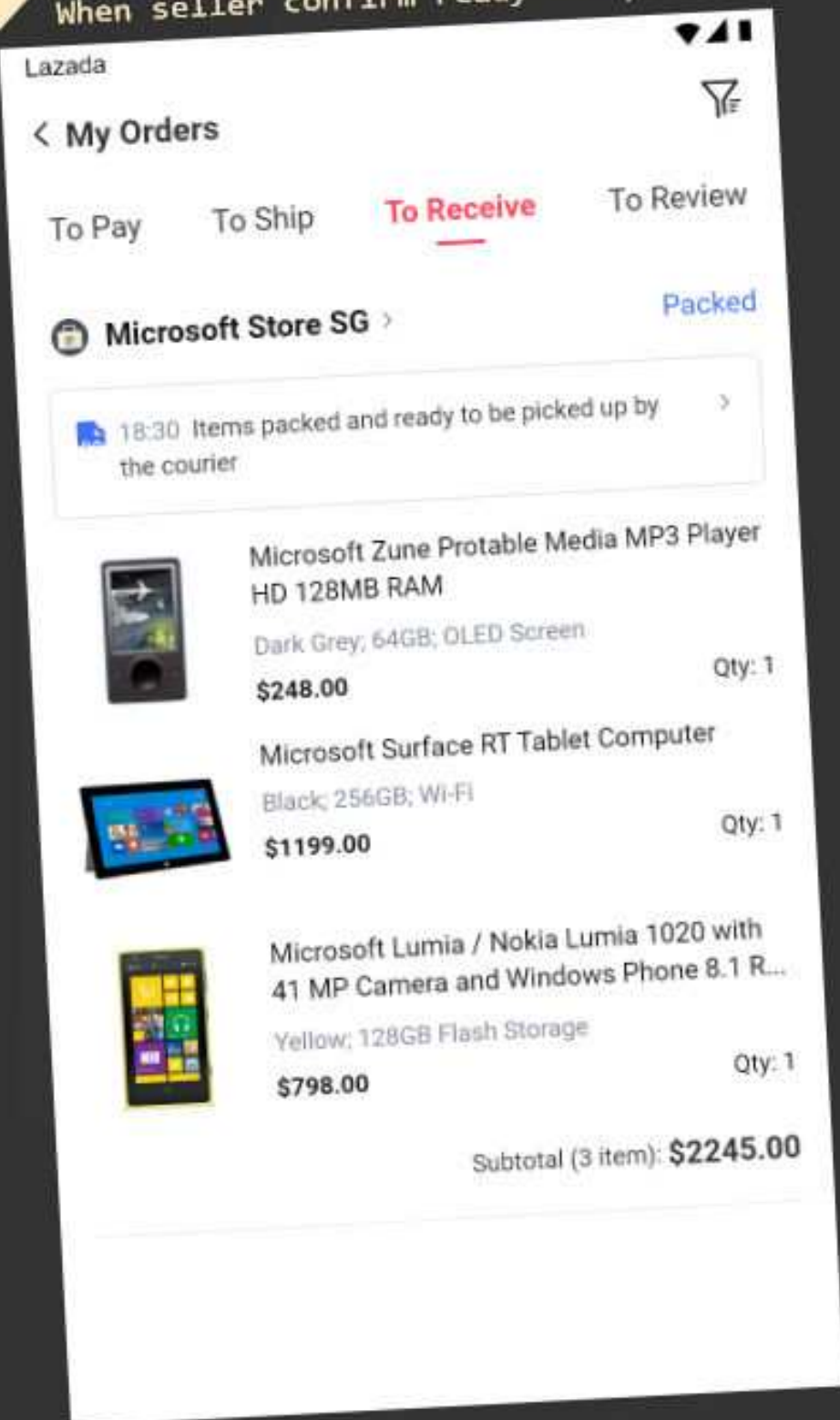
Delay in Dispatch

Toast for intervention and auto-cancel



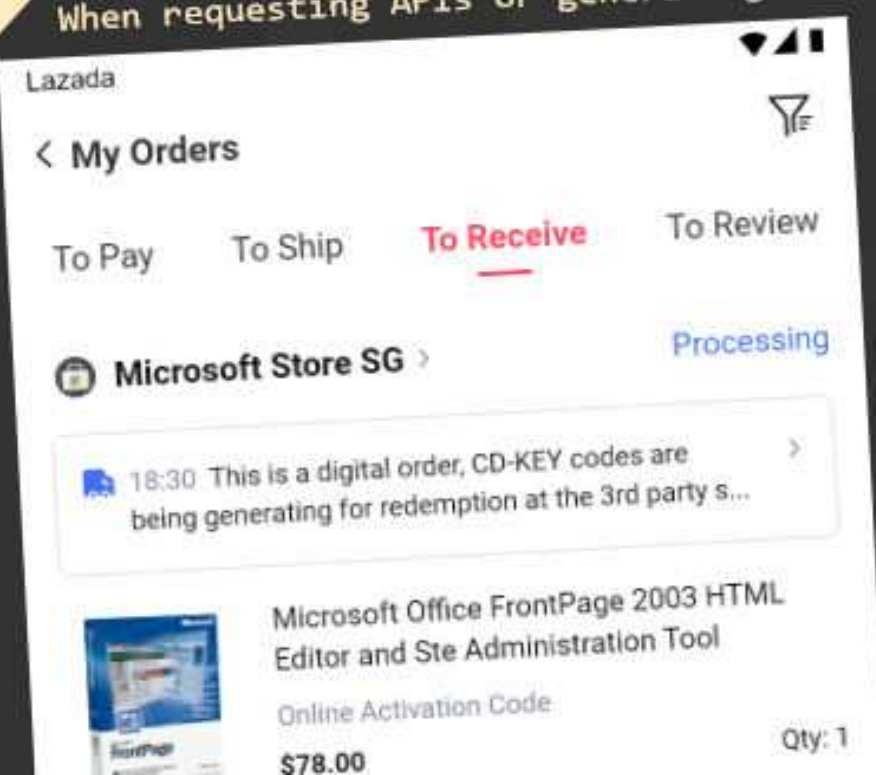
Pre-dispatch

When seller confirm ready for pickup

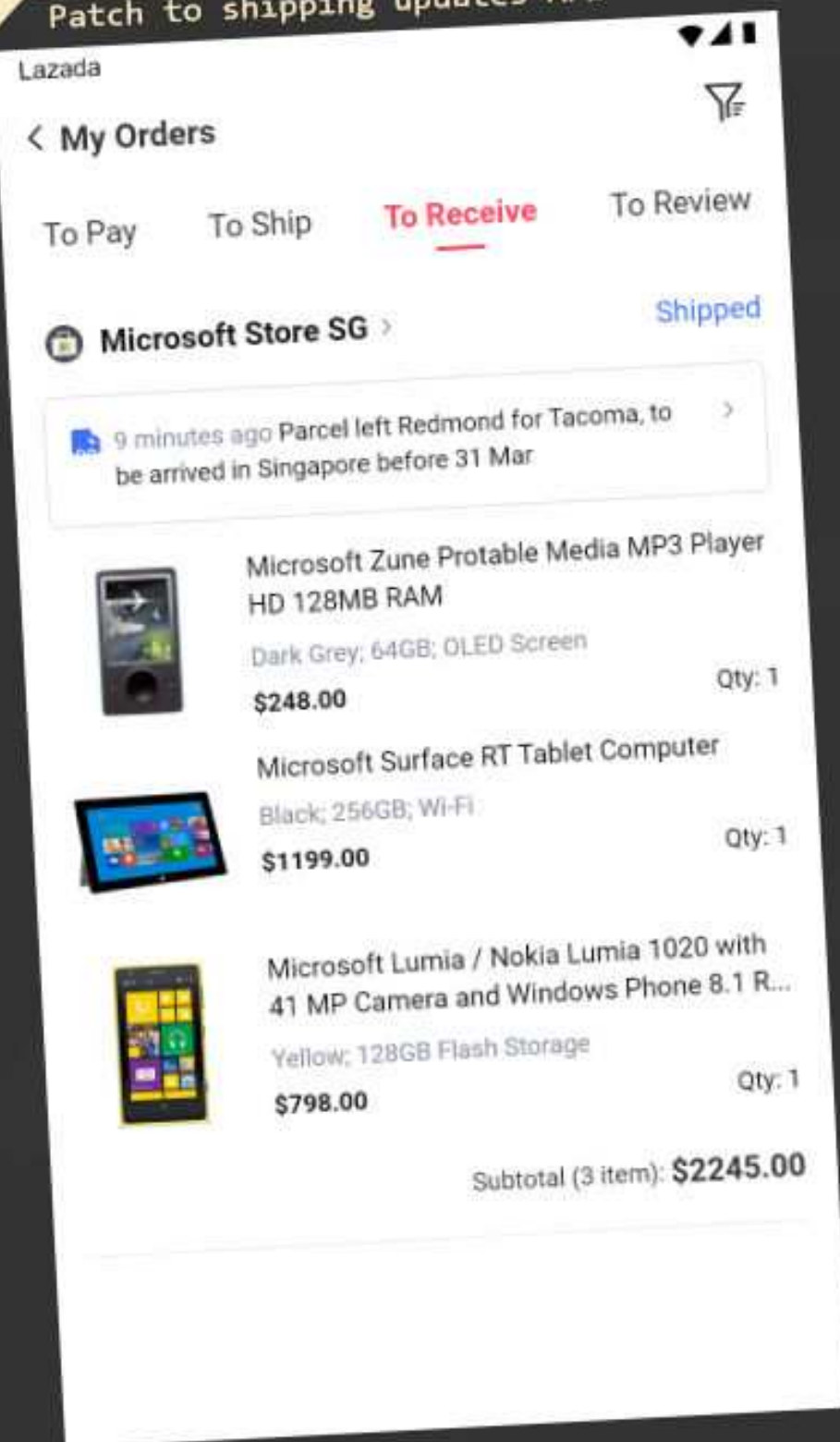


[Digital Goods] Processing

When requesting APIs or generating codes

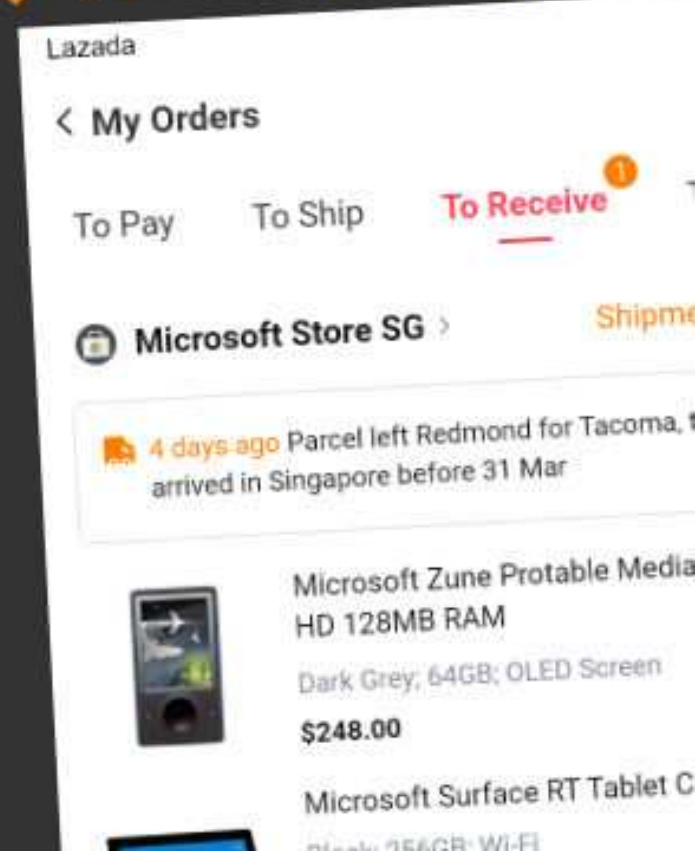


Patch to shipping updates API



Error in Transfer

API not updated for more than



Produced and organised statuses in a timeline as story telling device to facilitate the handoff



# Lazada

## User Researcher

- With a background in psychology and data science, tasked to organise and lead all the user research projects in the group

- Produced evidence-based designs with appropriate methods of verification, ranging from eye tracking, concurrent think aloud, and retrospective interview.

- Tackling usability issues in both qualitative and quantitative approaches

product info should come before ratings and reviews / review should be below description

very loaded page, Need some spacing, bigger pictures

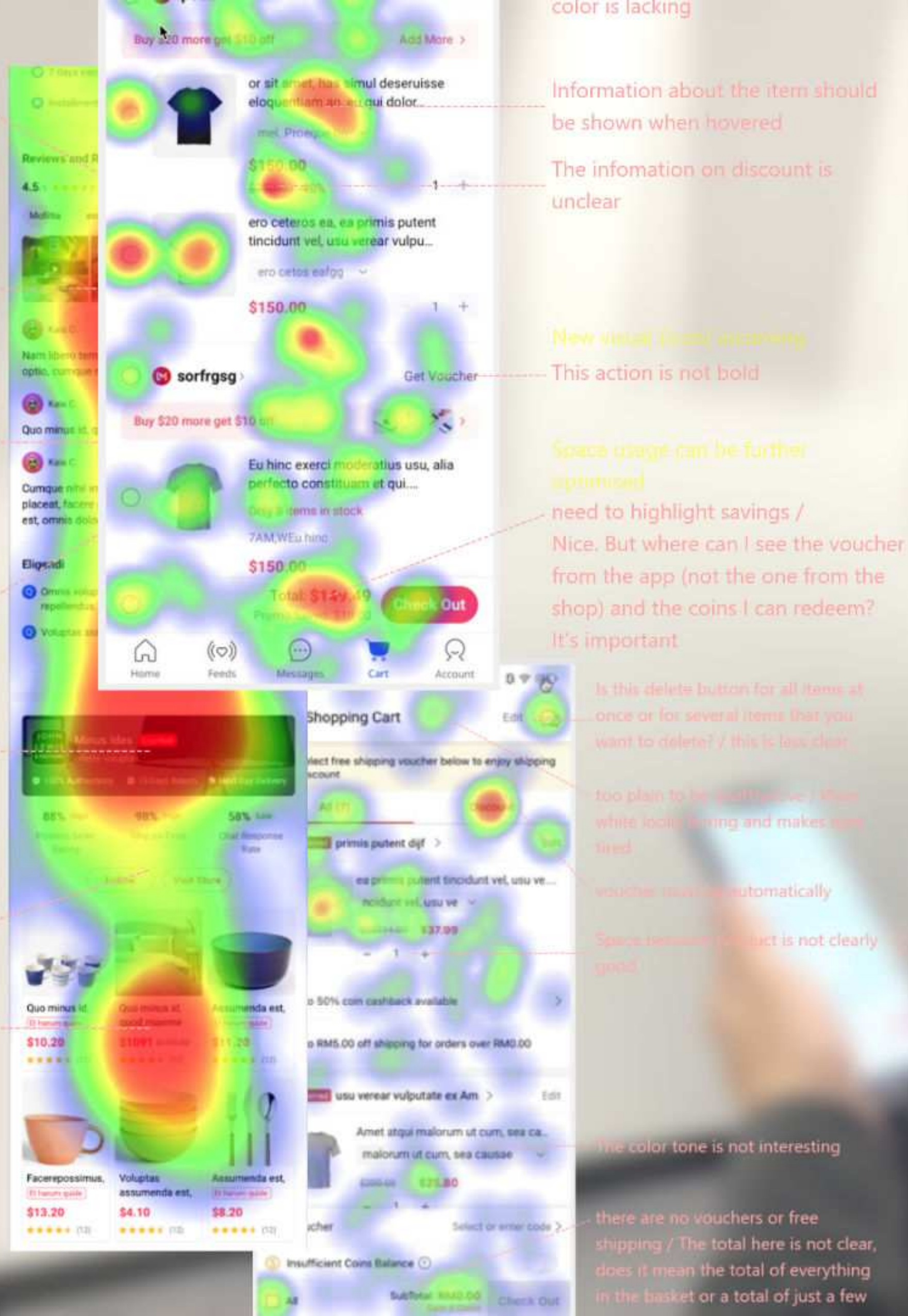
rating-Please arrange in terms of relevance

variation-Prefers to have this direct below the product image so I can immediately see my other options of the same design.

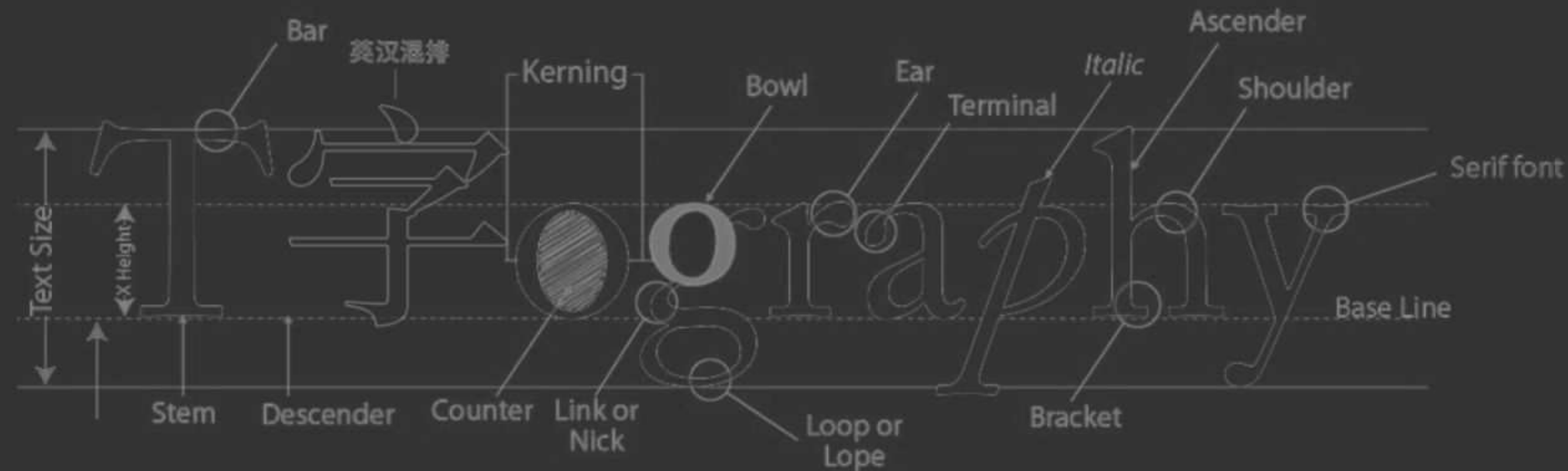
should be place on top / must be below on the product

too bright that the product can't be seen clearly

distraction. should be below / irrelevance







Byron Lee - Portfolio

#Psychology

#Font

#UX Design

#User Research

Cheers.