

# Daniel Lee

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## PROFESSIONAL SUMMARY

Creative UX/UI Designer with 5 years of experience creating intuitive, user-centered digital experiences. Collaborative professional skilled in design implementation, wireframing, prototyping, and conducting user research to drive design decisions. Strong portfolio of responsive mobile and web applications that improved user satisfaction and engagement. Passionate about translating design concepts into accessible, visually impressive web solutions.

## PROFESSIONAL EXPERIENCE

UX/UI Designer | PixelCraft Studios | Adelaide, SA | May 2020 – Present

- Designed responsive mobile and web app interfaces leading to 40% increase in user engagement
- Collaborated closely with web developers to ensure consistent implementation of design systems
- Conducted user interviews and usability testing sessions to inform iterative design improvements
- Created accessible, SEO-friendly designs that meet WCAG standards
- Advocated design thinking principles across the organization
- Supported client-facing presentations to communicate technical and design concepts effectively

## JUNIOR DESIGNER | CREATIVE LABS | ADELAIDE, SA | JAN 2018 – APR 2020

- Assisted in creating wireframes, prototypes, and visual assets for client web projects
- Supported senior designers in client workshops and presentations
- Developed brand guidelines and style systems for startups and SMEs
- Gained experience with WordPress design integration for responsive websites
- Collaborated with development teams to ensure pixel-perfect execution

## EDUCATION

Bachelor of Design (Digital Media) | University of South Australia | 2017

## KEY SKILLS

- Design Tools: Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign
- Technical Skills: Wireframing, Prototyping, User Research, Design Systems
- Web Knowledge: Responsive Design, Accessibility Standards, SEO Principles
- Collaboration: Cross-functional teamwork, Client communication, Project management
- Process: Design Thinking, Problem Solving, Quality Assurance

## ACHIEVEMENTS

- Improved user engagement by 40% through intuitive interface design
- Designed app featured in App Store Top 10
- Conducted 50+ user testing sessions to validate design solutions

- Australian Citizen