

Daniel Lee

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PROFESSIONAL SUMMARY

Creative UX/UI Designer with 5 years of experience creating intuitive, user-centered digital experiences. Skilled in wireframing, prototyping, and conducting user research to drive design decisions. Strong portfolio of mobile and web applications that improved user satisfaction and engagement.

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.
- Conducted user interviews and usability testing sessions to inform iterative design improvements.
- Collaborated with developers to ensure consistent implementation of design systems.
- Advocated design thinking principles across the organization.

Junior Designer | Creative Labs | Adelaide, SA | Jan 2018 – Apr 2020

- Assisted in creating wireframes, prototypes, and visual assets for client projects.
- Supported senior designers in client workshops and presentations.
- Developed brand guidelines and style systems for startups and SMEs.

EDUCATION

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

KEY SKILLS

Figma, Sketch, Adobe XD, Photoshop, Illustrator, Wireframing, Prototyping, User Research, Design Thinking, Design Systems

ACHIEVEMENTS

- Improved user engagement by 40%
- Designed app featured in App Store Top 10
- Conducted 50+ user testing sessions