Andy Lee

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EXPERIENCE

Full Stack Web Developer | Digital Extremes

Sep. 2020 - Dec. 2020

Introduced automated asset generation systems by leveraging the **Google Sheets API** and **Laravel's MVC architecture,** reducing multimedia content development time by **60%**

Deployed notification features on **Node.js** discord bots, increasing conversion rates to company media channels by **2.5%**

Developed client-facing web modules through **Laravel** with **REST API** services, fulfilling Q4 business goals and team strategy plans

Lead Product Designer | Musette

May 2020 - Dec. 2020

Wireframed and prototyped end-to-end user flows with **Adobe Xd** and **Protopie** for a product and service (P&S) delivery app aimed towards local businesses

Drafted product strategy plans and owned 2 features to develop actionable KPIs, such as retention and click-through rates

COMMUNITY

UI/UX Designer | VoGro

Oct. 2020 - present

Overhauling user flows of a volunteer management platform to address product scope and increase user adoption rates

Validating product strategy plans through **user walkthroughs** and refining product scope through user **journey maps**

PROJECTS

G.e.o.r.g.e | HackWestern 2020 | Devpost

Nov. 2020

Placed **3rd overall out of 103** submitted projects; **React.js** app that consolidates grocery prices to generate the most grocery optimal list for checkout

Established product feature specifications, wireframed end-to-end user flows and developed react.js components

SKILLS

Product & Design

usability testing, story/journey mapping, competitive analysis, UI/UX design, prototyping, wireframing, accessibility design

Tools

Adobe CC, Adobe Xd, Figma, Protopie, Invision

Development

HTML, CSS/SCSS, JavaScript, PHP, C++

Technologies

MySQL, React.js, Node.js, jQuery, Laravel

EDUCATION

Systems Design Engineering

BASc. Candidate
University of Waterloo
Sep. 2019 - Apr. 2024

Relevant Coursework:
Human Factors in Design, Designs, Systems and Society, Data Structures and Algorithms

INTERESTS

Social deduction games, Rock climbing, Volleyball, Super Smash Bros.