

# Andy Lee

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## EXPERIENCES

### UX Research Intern | Questrade

Jan 2022 - Apr 2022

Led a feasibility study to set positioning and strategy guidelines for a disruptive investment product **targeting 500K+ users**.

Conducted **generative user interviews** to guide strategy for a new line of business; findings were leveraged to create a **company-wide end-to-end (E2E) roadmap**.

### Product Software Engineer Intern | Harled

May 2021 - Aug 2021

Designed, developed, and launched a learning management system focused on increasing access to education for Indigenous communities across Canada for Anishnabeg Outreach.

Orchestrated client brainstorming sessions; translated stakeholder vision into executable product features for development.

Scoped **10+ features**; conducted a MoSCoW analysis to construct a robust roadmap, which **expedited MVP launch by a month**.

### UI/UX Designer | Musette

May 2020 - Dec 2020

Championed the design of principal workflows and go-to-market strategy for an early-stage online delivery service startup.

## COMMUNITY

### Product Designer | UW Blueprint

Jan 2022 - present

Leading the design and product strategy of an online summer camp registration and management platform for Focus on Nature.

Owning the product vision and E2E roadmap of **4 must-have features**; conducted **8 usability tests** to evaluate design decisions.

Apr 2021 - Jan 2022

Scoped and designed an accessible parking permit renewal service and management tool to streamline permit processing workflows for the Richmond Centre for Disability.

Collaborated with engineers to **evaluate implementation feasibility** and **regulate scope creep**; documented cross-functional hand-off procedures to **streamline workflows**.

## SKILLS

### Product and Design

Quantitative research, generative research, product strategy, accessibility design, prototyping

### Tools

Jira, Confluence, Azure DevOps, UserTesting, Figma, Adobe Xd, Adobe CC, InVision

### Development

HTML, CSS/SCSS, JavaScript, C++, Ruby (Rails), React.js, Node.js, SQL

## EDUCATION

### Systems Design Engineering

Sep 2019 - Apr 2024

University of Waterloo  
BASc. Candidate

#### Relevant Coursework:

Human Factors in Design  
Design, Systems, and Society  
Data Structures and Algorithms (C++)

## PROJECTS

### 3rd Place (out of 30)

UW PM x Wealthsimple ProdCon

Pitched a solution to incentivize WS Cash's adoption and engagement with young professionals

### 3rd Place (out of 103)

Hack Western 7

Scoped and designed a grocery list price optimization tool