

Andy Lee

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EXPERIENCES

UX Research Intern | Questrade

Jan 2022 - Apr 2022

Led a qualitative generative study to set product positioning and strategy guidelines for a disruptive investment product.

Conducted generative user interviews to guide product strategies for an upcoming line of business; findings were leveraged to create a company-wide E2E product 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 strategy.

Scoped 10+ product features and applied the MoSCoW analysis method to construct a roadmap, which expedited the MVP launch to a month ahead of schedule.

COMMUNITY

Product Designer | UW Blueprint

Jan 2022 - present

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

Owning 4 must-have features from E2E; conducted 8 usability tests with stakeholders to evaluate design decisions.

Apr 2021 - Jan 2022

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

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

SKILLS

Product and Design

Quantitative research, generative research, usability testing, journey maps, personas, interaction design, wireframing, accessibility design

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