Andy Lee

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EXPERIENCE

Full Stack Web Developer Co-op | Digital Extremes

Sep 2020 - Dec 2020

Collaborated with web team of five to generate 2021 product roadmap through the **Kano Model** and **prioritization matrix**; identified 3 core features for Q1 to meet profit and community engagement **OKRs**

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

Lead Product Designer | Musette

May 2020 - Dec 2020

Owned 2 product features alongside product manager; drafted product strategy plans to develop actionable **KPIs**, like retention and click-through rates

Wireframed and prototyped end-to-end user flows with **Adobe Xd** and **Protopie,** undergoing **5+ design iterations** for a product and service (P&S) delivery app aimed towards local businesses

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

Evaluating 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

Jira, Airtable, Confluence, Adobe CC, Adobe Xd, Figma, Protopie, Invision

Development

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

Technologies

SQL, 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 (C++)

INTERESTS

social deduction games, rock climbing, volleyball, Super Smash Bros.