

Mun Sum Lee [Annie]

UX/UI Designer | Queensland, Australia

Passionate about UX/UI design and front-end development, I specialize in creating captivating interfaces that engage users effectively. With expertise in design system, I ensure consistency and efficiency across projects, collaborating closely with development teams to deliver exceptional digital experiences. Let's innovate together and leave a lasting impact on user experiences.

Skills & Tools	User Experience Design	Information Architecture	Accessibility
	User Interface Design	Figma	Standards (WCAG)
	Wireframing + Prototyping	Adobe Creative Suite	Agile Methodology
	Interaction Design	Visual Studio Code	Experience
	Usability Testing	HTML + CSS	Business Analysis
	User Research	JavaScript + jQuery	Graphic Design
	Design Thinking	Bootstrap	Art & Drawing
	Responsive Design	Visual Design Principles	Photography

Projects

Tech Website Redesign Case Study2024

[Clink here to view case study](#)

Transformed BITQ's online presence through strategic website redesign, focusing on enhancing user experience and showcasing expertise in data engineering and AI. Implemented clear site mapping and logical content organization to improve navigation and accessibility. Resulted in increased user engagement, strengthened brand identity, and supported business growth objectives.

ABC News Web Redesign Case Study2023

[Clink here to view case study](#)

The ABC News redesign project aims to enhance the platform's navigation system for improved user experience. By prioritizing intuitive navigation, the project ensures easy access to diverse content types like articles, videos, and multimedia, fostering reader engagement and interaction. The goal is to create a seamless experience that facilitates effortless exploration and connection with the content.

Portfolio

UX UI Design Portfolio and Front End Development

[Clink here to navigate to portfolio](#)

I excel in UX/UI design and front-end development, skilfully coding and designing websites and applications from inception. My emphasis is on crafting intuitive user experiences and visual appealing interfaces based on robust UX/UI principles. Proficient in HTML, CSS, and JavaScript, I bring design to life with responsive layouts and interactive functionalities. My portfolio highlights projects where I've used design thinking to solve complex problems, delivering innovative solutions that boost user engagement and meet client goals.

Experience

GoScope.AI2024-Present

UX UI Designer + Front End Developer (Contract)

Collaborated on enhancing the GoScope.Ai website for improved user experience. Conducted user research, test, and designed wire-frames, prototypes, and detailed layouts. Used Taiwind CSS and Anthropic to code design concepts and collaborated with developers for seamless integration. Incorporated user feedback iteratively to refine interface and ensure accessibility. Employed AI tools to optimize workflows and productivity.

Freelancer2023-Present

UX UI Designer + Front End Developer

As a freelance UX/UI designer, I prioritise problem-solving, leveraging my front-end development skills in HTML, CSS, and JavaScript to craft user-centric digital experiences. Collaborating across sectors, I conduct thorough user research and employ an iterative design process to develop high-fidelity prototypes. My approach emphasises effective communication and meticulous attention to detail, ensuring project success. By staying updated on industry trends, I deliver designs that adhere to the latest standards and significantly enhance user satisfaction.

LE_MUNCO Candles & Decor2020-2023

[Product Designer/ Business Owner \(Click here to view portfolio\)](#)

As the Founder and Owner of LE_MUNCO Candles & Decor, I lead a thriving handmade candle shop with a focus on problem-solving and data-driven decision-making. My expertise spans design, testing, branding, and resource acquisition, with a strong emphasis on web design, photography, and video content creation. I prioritise outstanding customer experiences and community support, utilising data analysis and business analysis to inform strategic decisions and drive business growth.

Education

Monash University2022-2023

UXUI Bootcamp Certificate, A+ average folio mark

University of Canberra2014-2018

Bachelors of Applied Fashion (Design), 6.25 GPA

Awards

Dean's Excellence Award 20172017

Academic Excellence with the highest GPA of the year
Issued by University Of Canberra

The New Colombo Plan Scholarship2017

Issued by Australia Government Department of Foreign Affairs and Trade

Language

English, Mandarin, Cantonese, Korean, and Malay