Darren Lee

Product + UX Designer

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Skills

Tools

Sketch
Adobe Creative Suite
[Ps, Ai, iD, Pp]
Principle
InVision, Marvel
Asana, Trello
Balsamiq
Github
Google Analytics

Design

GV Design Sprint
Agile Methodology
Competitive Analysis
User Research
Wireframing
Rapid Prototyping
Usability Testing
Information Architecture
SEO Optimization
Typography
Color Theory

Web Development

HTML5
CSS3
JavaScript
PHP
WordPress

Professional Experience

Product Designer

StaffAny | Jan 2018 – Present, Singapore

- Managed and co-lead product team to design experiences aimed at resolving the pain points of staff management
- Crafted UX flows, designed high-fidelity prototypes, and conducted user research for a more data-driven approach to designing solutions for efficient staff management

Full Stack UX Designer (Intern)

Arch Systems Inc. | Jan 2017 – Dec 2017, Mountain View, CA

- Lead and implemented Arch's design system from ground up as first designer and collaborated with engineering to improve consistency of branding to all products
- Contributed to increased visitor count of marketing website by **10X**, expanded site to **>50 pages**, optimized desktop and mobile loading speeds by **50%**, increased Search Engine Optimization (SEO) score by **40%**, and improved website architecture with Jekyll for scaling
- Conducted market research of customers including **Fortune 500 / 1000 companies** and pilots, and designed marketing collateral for customers and leads

UX / UI Design Intern

Flide | Jul 2016 – Dec 2016, Singapore

- Assisted founders in product roadmap planning through information architecture, persona development, user journey mapping, and user interviews
- UI design of Flide's app including onboarding, payment, and templating screens

Freelance Web Designer

Jun 2016 – Present, Remote

- Website development for small business / organizations to help boost their marketing efforts and online presence (available on portfolio website)
- Aided businesses with branding —logo design, style guides, and marketing collateral

Education

Communication Studies and New Media B.A.

National University of Singapore | Graduation: Dec 2018

NUS Overseas College

NOC Silicon Valley 31st Batch (NCSV31) | Jan 2017 – Dec 2017, Bay Area, USA

1 of 28 students in a year-long entrepreneurial internship program in Silicon Valley to learn more about entrepreneurship and the nurturing ecosystem behind it, and gaining the experience to start our own venture