

Darren Y. Lee

I am a self-taught [Full Stack UX Designer](#)

Combining data-driven methodologies, creativity, and a user-centered approach into problem-solving, I develop an understanding of the product without going through the pain of building it

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Professional Experience

Full Stack UX Designer (Intern) Jan 2017 – Dec 2017 | Mountain View, CA
Arch Systems Inc.

- Created Arch's design system as a common language for designers and developers — style guidelines, branding guidelines, design documentation, UI kit, and pattern libraries
- Increased visitor count of marketing website by **10x**
 - Expanded from a single landing page to more than **50 pages**
 - Optimized page loading speeds by **50%** on desktop and mobile views
 - Improved website architecture for future scaling with Jekyll
- Improved website's Search Engine Optimization (SEO) score by **40%**
- Researched, redesigned, and implemented best practices on **Investors' Pitch deck**
- Enterprise / User Research— Persona Creation, User Stories and Journey for product roadmap development
- Market research— competitive analysis, company profiling, industry research of customers including **Fortune 500 / 1000 companies**, and other pilots in the pipeline
- Collaborated with engineers and business team to design for product, marketing, and print for internal and external use

UX / UI Intern Jul 2016 – Dec 2016 | Singapore
Flide (company no longer in business)

- Assisted founders in product development through competitive analysis and feature-based design
- Usability testing and research for 2 versions of Flide, leading to improvements in features
- Persona development, user journey mapping, user interviews for product roadmap dev
- UI design of Flide's app including onboarding, payment, and templating screens

Freelance Web Designer Jun 2016 – Current | Remote

- Web Design - websites for small business / organizations (available on portfolio website)
- Branding and Marketing design – logo design and marketing material/collateral

Education

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

1 of 28 students selected from a batch of more than 6,000 (< 3% of the cohort admitted into NOC program) to learn more about entrepreneurship and to be equipped with the entrepreneurial experience to begin their own startup journey

Communication Studies and New Media B.A Jan 2015 – Dec 2019 | Singapore
National University of Singapore

Coursework include HCI design, communication studies, statistical analysis, persuasion, public relation & marketing, and technical writing

Skills

Tools

Sketch
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
InVision, Marvel
Asana, Trello
Github
Google Analytics

Full Stack UX/UI Design

Design Thinking
Agile Methodology
Usability Testing
Competitive Analysis
User Research
Persona Creation
User Journey Roadmap
Sketches & Wireframes
Rapid Prototyping
Click tracking
SEO Optimization
Typography
Color Theory
UI Design

Development

HTML5
CSS3
JavaScript
Bootstrap
PHP

Language

English – Native
Mandarin - Conversational
Japanese - Conversational