Darren Lee
Product Designer

t: +65 9841 3771
e: darrenlee@u.nus.edu
w: darrensdesign.com

Education

Communications and New Media (B.A)

National University of Singapore
Aug 2015 – Current
Expected Graduation: Dec 2018

NUS Overseas College

NOC Silicon Valley – Batch 31
Jan 2017 – Dec 2017, Bay Area, USA

1 of 28 students selected for a prestigious internship program in Silicon Valley to learn more about entrepreneurship and to gain the experience and knowledge to start their own ventures.

Skills

Design

Rapid Prototyping with InVision • Wireframing with Photoshop & Sketch • Illustration & UI with Illustrator • Motion design with Principle • Style Guides • Abstract • Balsamiq

Research

Design Sprint • Agile Methodology • User Flows • Competitive Analysis • Storyboarding • Usability Testing • Information Architecture • Statistical Analysis

Web Development

HTML5 • CSS3 • JavaScript • GulpJS • Jekyll • SEO Optimization • PHP • WordPress • Github • Google Analytics • SmartLook

Work Experience

Information Designer (Intern), IBM iX

August 2018 - Dec 2018 // Singapore

Designing a kit to provide more transparency with our clients and to develop a shared responsibility between Production and Sales teams.

UX/UI Designer (Intern), Sea Ltd

May 2018 - Aug 2018 // Singapore

Sea Labs' first UI/UX Design Intern working with developers and marketing to redesign marketing website on a POS application used by more than 15,000 Food and Beverage businesses in Thailand and Vietnam .

Product Designer, StaffAny

January 2018 - May 2018 // Singapore

Part of early team; Co-led product team to research and design solutions to enhance shift managers' existing rostering methods — Ran 6 Design Sprints, interviewed users and conducted usability tests, crafted user flows and information architecture, designed 5 different versions of UI and shipped a high-fidelity UI implemented in working prototype used by early users. StaffAny is released in App Store and Google Play.

Designer (Intern), Arch Systems

January 2017 - December 2017 // Singapore

Created Arch's design system to improve consistency across products; Contributed to 10X visitor count of marketing website — Expanded site to >50 pages, optimized desktop/ mobile loading speeds by 50%, increased SEO scores by 40%, improved scaling with Jekyll; Conducted market research and designed marketing collateral.

Freelance Designer

Jul 2016 - Present // Singapore

Designed websites for small businesses and organizations to boost online presence; Increased marketing reach through SEO & marketing tools.

Projects

My country wants to cashless, so I redesigned a digital wallet

August 2018 - Dec 2018 // Singapore

A personal redesign project that reached 6,000 views within a week, got me invited to Development Bank of Singapore to talk about the project, and received praise from Senior Managers of banks such as UOB, OCBC, DBS, and Design Leaders from reputable companies like IBM, PayPal, and Pivotal.