Darren Y. Lee

I am a self-taught Full Stack UX Designer

Combining data-driven methodologies, creativity, and a user-centered approach into problemsolving, 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 and implemented Arch's design system as first designer for internal use style guide, branding guidelines, process documentation, asset organization, UI kits, and pattern libraries
- Increased visitor count of marketing website by 10x
 - Expanded from a single landing page to 50 pages
 - Optimized page loading speeds by 50% on desktop and mobile views
 - Improved website architecture with Jekyll for future scaling
- Improved website's Search Engine Optimization (SEO) score by 40%
- Researched, redesigned, and implemented best practices on company's Pitch deck
- Enterprise / user research persona creation, user stories and journey for roadmap planning
- Market research competitive analysis and company profiling of Arch's customers including Fortune 500 / 1000 companies and pilots in pipeline
- Worked with frontend engineers to enhance webapp's UI and user experience
- Collaborated with engineering and business team to design for prints for hardware
- Produced and designed marketing collateral for customer / lead distribution

UX / UI Intern

Jul 2016 - Dec 2016 | Singapore

Flide (company no longer in business)

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

Freelance Web Designer

Jun 2016 - Present | Remote

- Web Design websites for small business / organizations (available on portfolio website)
- Branding / Marketing design logo design, company branding and identity construction, and marketing collateral

Education

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

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

Communication Studies and New Media B.A **National University of Singapore**

Jan 2015 - Dec 2019 | Singapore

Coursework include HCl 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

UX Research / Design

Google Analytics

Design Thinking Design Sprint 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

Web Development

HTML5 JavaScript Bootstrap PHP WordPress

Language

English - Native Mandarin — Conversational Japanese - Conversational