

# Darren Y. Lee

☎ : (650)-495-4234  
✉ : [me@darrensdesign.com](mailto:me@darrensdesign.com)  
💻 : [www.darrensdesign.com](http://www.darrensdesign.com)  
in : [in/darrenleeyong](https://www.linkedin.com/in/darrenleeyong)

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

## 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** 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 cohort admitted into NOC program) to learn more about entrepreneurship, 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** 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

### UX Research / 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

### Web Development

HTML5  
CSS3  
JavaScript  
Bootstrap  
PHP  
WordPress

### Language

English — Native  
Mandarin — Conversational  
Japanese — Conversational