

Darren Y. Lee

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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.

- Worked as sole designer to create Arch's design system for designers and developers — style guide, branding guidelines, process documentation, 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 engineers and business team to design for prints for hardware
- Produced and designed visual 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