

Darren Y. Lee

Full Stack UX Designer

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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, assets organization, and pattern libraries
- Increased visitor count of marketing website by **10x**
 - Expanded from single landing page to **50 pages**, including product and solution pages
 - Optimized page loading speeds by **50%** on desktop and mobile
 - Improved website architecture with Jekyll static site generator for future scaling
- Enhanced Search Engine Optimization (SEO) score by **40%**
- Redesigned and implemented best practices on company's **Pitch Deck**
- 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 improve web app's UI and accessibility to main functions
- Collaborated with engineering and business team to design prints for hardware product
- Designed marketing / product collateral for customers and leads distribution

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

- Assisted founders in product roadmap planning through information architecture, 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

- Website design & development for small business / organizations (available on portfolio website)
- Branding / marketing design to help boost businesses including logo design, company branding 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 (< 3% of cohort) admitted into the prestigious year-long program in Silicon Valley, USA, to learn more about entrepreneurship, the nurturing ecosystem, and to gain the entrepreneurial experience for them to kickstart their own startup journey.

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

Coursework include HCI design, design theories, strategic 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

Research / Design

Design Thinking
Design Sprint
Agile Methodology
Competitive Analysis
User Research
Persona Creation
User Journey Roadmap
Sketches & Wireframing
Rapid Prototyping
Usability Testing
Information Architecture
Click Tracking
SEO Optimization
Typography
Color Theory
UI Design

Web Development

HTML5
CSS3
JavaScript
Bootstrap
PHP
WordPress

Language

English — Native
Mandarin — Conversational
Japanese — Conversational