

# Felicia Lee

Email: leejiaxin9898@gmail.com

Felicia believes that liken to life, designing is all about the learning process. She aspires to bring joy to people by weaving their needs into meaningful connections through her small creations.

## Skills

### Softwares

UI/UX design:  
Figma, Adobe XD

Adobe Creative Suite:  
Adobe Illustrator, Photoshop,  
Premiere Pro, Lightroom, InDesign,  
After Effects

Affinity Suite

3D CAD Software:  
Rhinoceros 3D, Keyshot

Coding:  
Basic HTML

### Research

Generative research, ethnographic  
research, design thinking, user  
interviews, surveys, workshops

Persona creation, user journeys,  
storyboards, wireframing, user  
interface, interactive prototypes

## Education

**National University of Singapore**  
Graduated with Honours (Distinction)  
Industrial Design Bachelor of Arts -  
BA  
2017 - 2021

**ENSCI - Les Ateliers**  
Exchange Programme, Industrial and  
Product Design  
2020 - 2020

**National Junior College**  
2015 - 2016

## Work experience

### SIA-NUS Digital Aviation Corp Lab - UX Design Researcher

**July 2021 - Current**

- Working alongside a multidisciplinary team to redefine passenger air travel experience
- Involved in the planning and conducting of design workshops
- Field research study and observations

### OLIVIA LEE Studio - Design Intern

**April - July 2020**

- 3D CAD for visualization of window displays for world-renowned French luxury goods manufacturer
- Product design and research for 4 Scandinavian luxury furniture brands
- Ideation and concept sketches
- 3D CAD for concept visualization

### DBS Bank - Digital Banking Intern

**May - July 2019**

- Worked alongside the Digital Banking Department to enhance digital channels through UI/UX designs
- Identifying and presenting banking trends across the industry
- Interface designs and mockups for visualization of the DBS ibanking website and app
- Electronic Direct Mail (EDM) designs

### ideactio - Service Design Consultancy - Design Intern

**July - August 2018**

- Worked alongside the service design team and assisted in the research and interview processes of commercial bus companies to improve the system workflow

## Accolades

### ST Aerospace Aircraft Seat Design Competition

**January 2019**

Awarded first place

### NUS SDE-MSC Mind Space Design Charrette: Future Workspace

**March 2018**

Awarded second place