

HAYES LEE

CONTACT

www.hayeslee.com
hayes.lee@uwaterloo.ca
(647) 923-9130

SKILLS

Design

Sketch, Zeplin
Axure RP, Principle, InVision
Illustrator, Photoshop

Languages:

HTML, CSS, JavaScript, jQuery
Java, C++, C#, Python
SQL

EDUCATION

University of Waterloo

Systems Design Engineering
Candidate for Bachelor of
Applied Science | 2020



EXPERIENCE

User Experience Designer - LoyaltyOne

May 2017 to Aug 2017

- Redesigned Air Miles webpages for package vacations and perks
- Conducted a 3 week contextual research study on the Air Miles Mobile App using instant messaging platforms
- Created a prototype for a new Air Miles collector engagement digital experience and performed in-person usability testing
- Designed an internal suggestion site for the Business Technology department's social committee
- Designed microinteractions for the Air Miles pattern library
- Presented and received 1st place on a business case about subscription boxes to the LoyaltyOne executive team

Web Developer - Firmwater Inc.

Sept 2016 to Dec 2016

- Implemented features and pages in a learning management system
- Used jQuery to build page functionality in the application
- Worked with T-SQL to create queries and stored procedures

Student Developer - The Nielsen Company

Jan 2016 to Apr 2016

- Used ExtJS to create interactive GUIs for internal applications
- Built RESTful Web APIs in C# using .NET MVC framework
- Created logos for applications using Adobe Illustrator

PROJECTS

Everest - Event Planning App

- Created UI mockups for an iOS and web event planning application
- Applied iterative design process on the web and app designs
- Coded with ReactJS to build the web application
- Coordinated team efforts using Trello, Bitbucket and Skype

Skype UI Redesign

- Performed design analysis on current Skype desktop features
- Applied universal principles of design and a hierarchical task analysis
- Proposed new UI designs based on user testing and user testing results

TrakRecord - WearHacks - Winner of SickKids Challenge

- Developed an android app to be used for the annual SickKids Marathon
- Produced UI designs and graphics for Android application
- Worked in a team of 6 to create a working prototype in 2 days

Plan-IT - Game Design Camp Hackathon - 3rd Place

- Designed an interface and graphics for a space-themed tetris game
- Coded the game in Java with three other team members
- Presented a business plan to a panel of judges