

# HAYES LEE

## CONTACT

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## SKILLS

### Design

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

### Development

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

## EDUCATION

**University of Waterloo**  
Systems Design Engineering  
Candidate for Bachelor of  
Applied Science | 2020



## EXPERIENCE

### UI/UX Designer - TD Lab Accelerator

Jan 2018 to Apr 2018

- Designed a chat interface for a financial education web-based tool
- Performed market research and usability testing on the user onboarding flow, analyzing findings to improve the design
- Created workflows, wireframes and interface designs for an iOS app used to increase engagement with the lab within a deadline of 3 weeks
- Ideated and produced a logo for the bank's innovation centre of excellence
- Presented lab projects to hundreds of employees across different departments, iterating on feedback for future improvement

### 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 to discover motivations, pain-points and usage patterns of the app
- Created a prototype for a new Air Miles customer engagement digital experience and performed in-person usability testing on navigation and content organization
- Redesigned an internal employee feedback and suggestion site for the Business Technology department's social committee
- Designed microinteractions for the Air Miles pattern library to be reused in future designs to increase speed and productivity of designing
- Presented and received 1st place on a business case study about subscription boxes to the LoyaltyOne executive team

## PROJECTS [hayeslee.com/#portfolio](http://hayeslee.com/#portfolio)

### Tribel - Music Creation Collaboration App

- Used the double diamond design process to design an iOS music creation collaboration experience focusing on community and education
- Performed primary and secondary research to build personas and a customer journey map to discover insights for opportunity exploration
- Created and presented an interactive prototype to demo to stakeholders

### Everest - Event Planning App

- Created UI mockups for an iOS and web event planning application
- Applied an iterative design process on the web and app designs
- Build the web application using ReactJS
- 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 human factors concepts to improve usability and user experience
- 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