HAYES LEE

Designer | Researcher | Storyteller

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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

- 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

UX 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

INTERESTS

- A Cappella, singing, music, dancing
- Creative writing (short stories, songs, poetry)
- Meeting new people and learning about their experiences!

EDUCATION

University of Waterloo
Sept 2015 to Present
BASc. Systems Design Engineering with Honours

SKILLS

Design
Figma | Sketch | Principle
Illustrator | Photoshop
Invision | Marvel | AxureRP
User Research
Human-Centred Design

Development
HTML | CSS | JS | Python
C++ | Java | SQL

PROJECTS

hayeslee.com/#portfolio

The Post Cajon

- Used the Google Design Sprint Process to prototype an improved version of the cajon instrument in terms of ergonomics and expressibility

- Performed user interviews and user testing to identify problems with the current design

Tribel: Music Collaboration

- Used the double diamond design process to design an iOS music 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