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
- Researched and designed a conversational interface for a financial literacy web-based experience
- Performed usability testing on the experience, analyzing findings to improve the design
- Created workflows, wireframes and visual designs for an iOS app used for engagement with the lab within a tight deadline of 3 weeks
- Ideated and produced a logo for the bank's innovation centre of excellence
- Presented lab projects to hundreds of employees of different departments, recording feedback for future iterations and improvements

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
- Redesigned an internal suggestion site for the Business Technology department's social committee, increasing interaction and page hits
- 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

PROJECTS

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 and themes
- Created and presented an interactive prototype

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