HAYES LEE

Designer | Researcher | Storyteller

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EXPERIENCE

Product Design Intern | Drop
Sept 2018-Present

- Improved designs of existing core features across the Drop platform
- Collaborated with design and product teams to shape vision of new products on the platform

UI/UX Design Intern | TD Lab
Jan 2018-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 Design Intern | LoyaltyOne
May 2017-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 meaningful insights
- Prototyped a new customer engagement digital experience and performed in-person **usability testing** on navigation and content organization
- 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

Web Developer Intern | Firmwater Inc.
Sept 2016-Dec 2016

- Implemented new features and pages in the learning management system
- Responded to client complaints and fixed problems within the system, debugging and maintaining code

Student Developer | Nielsen
Jan 2016-Apr 2016

- Created interactive interfaces for various internal applications
- Designed and built out an authentication system for an internal portal
- Produced logos for internal applications

SKILLS

Design
Figma • Sketch • Principle • Zeplin
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 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

EDUCATION

University of Waterloo
Sept 2015-Present

BASc. Systems Design
Engineering with Honours