SYLVIA LEE

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SKILLS

Design strategy
Interaction design
Graphic design
Rapid Prototyping
User research
Usability testing

LANGUAGES & OTHERS

HTML5
CSS3/SASS
Javascript
Ruby
Grunt

TOOLS

Adobe CC
Trello/JIRA
Terminal
Axure/Balsmiq
Sharpies & stickies

METHODOLOGIES

Design studio
BEM
Agile

EDUCATION

General Assembly
New York, NY Fall 2013
UX Design Immersive

Scrum Alliance
New York, NY Fall 2014
Certified ScrumMaster

Carnegie Mellon University
Pittsburgh, PA Fall 2010
Bachelors in Policy and Management

NASDAQ   *product designer*   New York City, NY | Jan 2014 - Present

Responsible for designing and building major product features that impact workflows and relations of investor relations community. Take broad, conceptual ideas and turn them into refined, effective human-centered design experiences. Prioritize enhancements and new features by communicating product vision and business priorities to product management, design, and development teams. Work with multidisciplinary teams to determine requirements, translate them into interface designs, and performed user research to validate designs.

PREVIOUS EXPERIENCES

GENERAL ASSEMBLY   *designer in residence*

New York City, NY | Mar 2014 - June 2014

Taught extensive UX topics ranging from user research to content strategy to over 25 young professionals of various backgrounds and work experiences in a 12-week time period. Other responsibilities were providing additional help in office hours, working with course producer to refine curriculum, and grading homework. Increased and maintained overall course satisfaction from 71% to 86%.

SETH MOULTON FOR CONGRESS   *UX & Visual Designer*

New York City, NY | Oct 2013 - Feb 2014

Designed and delivered visual assets such as high-fidelity mockups, sitemap, and donation/subscription workflows for Democrat Seth Moulton website. Completed designs in 2 months, and entire project was completed in a 5-month period. Seth Moulton now represents 6th District of Massachusetts.

WANDERANT   *UX Designer & Researcher*

New York City, NY | Oct - Nov 2013

Collaborated with two other designers and founders to redesign primary workflows in the desktop app. Conducted usability tests with random users who like (or dislike) travel planning. Delivered work such as usability findings report, visual and interaction style guides, and redesigned workflows.

ACTIVITIES & ORGANIZATIONS

UXPA   *Organizer & Volunteer*

New York City, NY | Sept 2013 - Present

Responsible for planning and organizing monthly events in NYC area. Responsibilities include updating and maintaining UXPA website, writing and scheduling email blasts, ordering food and beverages, and other tasks on the night of events.

UXDC 2015   *Graphic Designer & Volunteer*

DC Metro Area | Aug - Oct 2015

Produced and organized consistent design assets that are to be applied both in print and web such as digital press kit for promotional purposes, presentation slides for speaker introduction at conference, and UXDC logo (in different colors and sizes).

KAFSC   *Associate Board Member*

New York City, NY | Jun 2015 - Present

KAFSC is a community-based, nonprofit organization that offers assistance for Korean American families and domestic violence victims in greater New York area. Main responsibilities are to promote domestic violence awareness, generate funds for the nonprofit organization, and work with executive board members of KAFSC to organize events ranging from races to spring formal for young professionals.