

Che-Cheng Lee

UX/UI Designer

Ottawa, ON

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[LinkedIn](#)

[Portfolio](#)

Education

Algonquin College (Honour)

Sep 2023 - Aug 2024

Interactive Media Design (GPA 3.99/ 4.00)

Skills

- **Research:** Design Research, User Research, User Interviews, User Stories, User Flows, Personas, Site Mapping, Information Architecture, Usability Testing,
- **Design:** User Experience Design, User Interface Design, Web Design, Responsive Design, Responsive Web Applications, Product Design, Design Thinking
- **Soft:** Critical Thinking, Empathy, Attention to Detail, Problem-Solving, Independence, Teamwork, Creativity, Time Management, Initiative, Adaptability, Self-Motivation, Communication, Collaborative
- **Tools:** Figma, FigJam, Photoshop, InDesign, Illustrator, HTML, CSS, JavaScript, Bootstrap, WordPress, Microsoft Office 365, Canva

Certificate

- Foundations of User Experience (UX) Design Coursera, Sep 2024
- Start the UX Design Process Coursera, Jul 2024

Projects

Conducted user research

Jul 2024 - Present

- Conducted user research for a mobile-ordering app for a California cafe, using 1 interview and insights from 6 Google reviews.
- Created an empathy map based on user feedback, identifying critical pain points and opportunities for improvement.
- Developed 3 personas, 3 user stories, and 3 user journey maps to enhance user experience and drive design decisions.

Redesigned a website

Jul 2024 - Aug 2024

- Analyzed the website's usability, identified issues, and proposed solutions to improve user flow and experience, aiming to increase engagement by 20%.
- Designed low-fidelity wireframes based on competitor research, optimizing for multiple screen sizes to ensure device accessibility.
- Developed a style guide and applied it to high-fidelity designs, ensuring brand consistency and improving user satisfaction during testing.

Redesigned a website

May 2024 - Jun 2024

- Identified and addressed usability issues in a restaurant website, potentially improving navigation and increasing user retention by 10-15%.
- Created low-fidelity wireframes optimized for desktop and mobile, enhancing the website's responsiveness and accessibility.
- Designed and implemented a new logo and style guide, leading to a cohesive brand experience and a visually modern look for the website.

Work Experience

Administration Staff, SJ Dream. Ltd.

Nov 2021 - Mar 2022

- Managed and updated company websites using a Content Management System, enhancing user experience and increasing traffic by 25%.
- Edited and scheduled posts on the company's CMS, ensuring timely and relevant content delivery that improved audience engagement.
- Handled and delivered incoming and outgoing letters and packages efficiently, ensuring timely communication and logistics support.

Exhibition Assistant, Chan Chao International Co., Ltd.

Jul 2019 - Feb 2021

- Handled 50 inquiries daily, providing timely information while effectively resolving issues for over 80% of customers on first contact.
- Monitored and tracked expenses, preparing detailed expense reports that facilitated budget approval processes and improved cost management.
- Ensured the exhibition was ready at the opening, contributing to a seamless launch event that enhanced the overall customer experience.

Volunteer

Navigator, Algonquin College

Sep 2024

- Provided support in the assigned area, directing over 50 students to campus services and enhancing their acclimation to college life.
- Delivered first-level orientation to students using the Brightspace platform.

Photographer, MS Canada

May 2024

- Captured over 40 diverse shots of the MS Walk, contributing to promotional goals for the next event season.
- Edited and delivered photos within a 48-hour turnaround, enhancing the organization's marketing materials and outreach efforts.

Class Representative, Algonquin College

Sep 2023 - Jan 2024

- Collected and summarized feedback from 10+ students on experiences, reporting findings to the chairwoman, leading to improvements in course delivery.
- Served as the main point of contact between students, administration, and professors.
- Attended meetings with student councils and the chairwoman.