



YUE JIA LEE

INDUSTRIAL DESIGNER

+65 9029 3526

leeyuejia@gmail.com

linkedin.com/in/yue-jia-lee-43b4315b

EDUCATION

BA (Hons) in Product Design

Lasalle College of the Arts | Singapore
2011 - 2014

Diploma in Industrial Design

Nanyang Polytechnic | Singapore
2005 - 2008

SOFTWARE



SKILLSETS

Project management

Design education

Sketching

Storyboarding

Script writing

Event management

Graphic design

Design strategy

Research

Teamwork

INTERESTS



EXPERIENCE

KAWAJUN CO.LTD | Singapore

SENIOR DESIGNER (since April'19)

- Managed and developed bathroom and furniture accessories range.
- Liased with manufacturer, sourcing team and client to ensure design integrity
- Developed new visuals and product categories through insights gathered from consumer and hospitality trend.

KAWAJUN CO.LTD | Singapore

DESIGNER (Jun'17 - Mar'19)

- Designed and developed lever handles and bathroom accessories
- Laised with oversea manufacturer to develop bathroom accessories
- Designed and managed graphic work such as company catalog.
- Conducted creative workshop within the design team to cultivate design culture

CHEZRICH | Singapore

DESIGNER (Dec'16 - May'17)

- Designed cost-effective cosmetic display shelves and customized collectable toy.
- Managed graphic work including FA artwork, QC print and oversaw the installation.
- Worked on ACUVUE contact lense, B2C customized toy display shelves, Cosmetic brands and company showroom

ELECTROLUX S.E.A PTE LTD | Singapore

CONTRACT INDUSTRIAL DESIGNER (Sept'14 - Nov'16)

- Supported senior designers and design managers in 3D CAD, visual rendering for presentation, idea brainstorming and solving design issues.
- Designed peripheral products and accessories to complement major products.
- Worked across major kitchen appliances in Fabric Care, Food Preservation and Food Preparation.

PLAY IMAGINATIVE PTE LTD | Singapore

INTERN DESIGNER (Nov'12 - Dec'13, May'13 - Aug'13)

- Designed and developed collectable toys and managed design quality in production.
- Supported senior designers with 3D CAD, rendering for presentation and prototyping.
- Designed accessories for DC and MARVEL collectables series and the Trexi series.
- Developed coporate gifts in preparation for STGCC (Singapore Toy Game and Comic Convention) and was involved in setting up booth for STGCC.

DESIGNRETE | Singapore

LEAD / ASSISTANT TRAINER (Since Jun'13)

- Conducted design thinking workshop for both secondary school students and teachers on the subject of Design and Technology (D&T).