



An Industrial designer turned web developer who strives to design digital products that are meaningful to user and delightful to use. Motivated by the desire to design and develop user-centric solution with empathy and an open-minded attitude. Adopts a learner attitude who enjoys learning and revels in new challenges. Aspire to connect people to form meaningful relationships through harnessing "Internet of Things" that are rooted in everyday living.

YUE JIA LEE

SOFTWARE ENGINEER

EXPERIENCE

SOFTWARE ENGINEERING STUDENT

GENERAL ASSEMBLY | Singapore (Mar'20 - Sept '20)

- GAMERSTERGRAM** (<http://gamerstergram-yj.herokuapp.com>)
Design and build a social media web application to bring gamers together to form a community. This application employs expressJS, mongoDB, EJS framework, HTML, CSS and Javascript. Adopts a MVC folder structure and did preliminary Test-driven development (TDD). Designed with RESTful API backend and Bootstrap library to style frontend.
- PLAYBOY-STARTER-PACK** (<https://playboy-starter-pack-frontend.herokuapp.com>)
Collaboratively build a social media web application that contains a library of memes, gifs and puns to be used as a conversation starter. This application employs a full MERN stack, expressJS, mongoDB and mongoose, nodeJS with reactJS as the frontend. Authentication with passportJS and local-session with MDBReact as frontend style.
- TLY EDUCATION** (<https://tly-education-fe.herokuapp.com>)
Collaboratively build a educational application for parents to manage child and for children to play. This application employs a full MERN stack, expressJS, mongoDB and mongoose, nodeJS with reactJS as the frontend. Using libraries like react-spring to design games and employs a comprehensive folder structure for both frontend and backend.
- FOLLOW-ME** (<https://leeyuejia.github.io/follow-me-app>)
Built a simple memory game for my first project using HTML, CSS and Javascript with jQuery and AJAX call.

SENIOR INDUSTRIAL DESIGNER

KAWAJUN CO.LTD | Singapore (since April'19)

- As a senior designer in Kawajun, I had the opportunity to manage and develop a range of bathroom products. I resolved complex manufacturing issues across product range to maintain low-production cost and consistent design language. I developed new product categories through insights gathered from consumer research and hospitality trend.

INDUSTRIAL DESIGNER

KAWAJUN CO.LTD | Singapore (Jun'17 - Mar'19)

- As a designer in Kawajun, I applied my design knowledge to design two distinctive style lever handle and resolved challenging manufacturing issues with manufacturers. I learnt to manage design project from end to end while maintaining product quality.

DESIGNER

CHEZRICH | Singapore (Dec'16 - May'17)

- As a designer in Chezrich, I design visual display design for B2C and B2B. I learnt to factor in production and material cost and time in my design to maintain profitable design and friendly price point. I learnt to be resourceful to collaborate with different suppliers and manufacturers.

CONTRACT INDUSTRIAL DESIGNER

ELECTROLUX S.E.A PTE LTD | Singapore (Sept'14 - Nov'16)

- As a fresh graduate in Electrolux, I had the opportunity to worked across major kitchen appliances. I appreciated the role of an Industrial designer as a problem solver to ensure manufacturability of products while maintaining design integrity. I also practise gathering insights from user and trend research to design user-centric and meaningful product.

INTERN / CONTACT DESIGNER

PLAY IMAGINATIVE PTE LTD | Singapore (Nov '12 - Dec '13, May'13 - Aug'13)

- While pursuing my degree, I had the opportunity to practise design and develop collectable toys. I learnt about developing manufacturable products and the processes involved to develop concepts to actual product.

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EDUCATION

Software Engineering (full-stack)

General Assembly | Singapore (2020 ,6months)

BA (Hons) in Product Design

Lasalle College of the Arts | Singapore (2011 - 2014)

Diploma in Industrial Design

Nanyang Polytechnic | Singapore (2005 - 2008)

TECHNOLOGY

HTML5 Javascript CSS ReactJS

Mongoose ExpressJS NodeJS

MongoDB MERN stack jQuery

Adobe Illustrator Adobe Premier Pro

Adobe Photoshop Adobe Indesign

Rhino 3D CAD Keyshot AutoCAD

Microsoft office

SKILLSETS

Project management Design education

Sketching Storyboarding Script writing

Event management Graphic design

Design strategy Research

INTERESTS

