Lisa Le

Interaction Designer
Toronto, Ontario

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SKILLS

Software
Figma, Sketch, Adobe Photoshop, Adobe XD, Adobe Illustrator, InVision. Familiar with HTML, CSS, GitHub

Project
User Research, Design Strategy, Web Design, Prototyping, Scenario Design, UI Design, Information Architecture

Other
Business Strategy, Cultural Awareness, Management

Interests
Digital Art, Spoken Word Poetry, Typography, Hand Lettering

A highly ambitious designer with extensive experience in training and developing, building tools and processes that support sales growth and operations.

EXPERIENCE

BonLook
Store Manager
Dec 2018 – Present

- Co-developed tools to support employee development: Employee Handbook, Onboarding Checklist, Training Guide.
- Partnering with cross-functional teams to ensure communication and operations are executed efficiently and effectively.
- Working with marketing team to support specific markets across GTA to increase customer experience and increase sales.

Starbucks
Store Manager
May 2015 – Dec 2018

- Partnered with District Manager, Regional Directors, and design team to optimize effective branding and operational efficiency.
- Consistently exceeded KPIS, such employee retention, customer service, and gross profit sales by 18-20% over LY.
- Utilized tools to identify and prioritize communication clearly and concisely to ensure effective execution.

EDUCATION

University of Toronto SCS
UX/UI Boot Camp – 2021

- 24-week course teaching UX/UI design through 1:1 mentorship.
- During this time, I completed 4 projects:
    - iPhone travel app
    - Android app for plant care (Material Design)
    - Canada Post website redesign (Responsive Web)
    - Black Lives Matter Canada website redesign (UI)
- My design process for all projects was the following:
    - Competitive analysis
    - user research (interviews, online surveys, research to identify user flow, goals and pain points)
    - User stories and personas
    - Wireframes on paper then Figma/Adobe XD
    - Lo- and high-fidelity prototypes within InVision, Adobe XD, or Figma for usability testing
    - Mood boards, style tiles, and style guides to serve as guidelines for the visual design

BrainStation
Digital Marketing – 2019

University of Waterloo
Arts and Business – 2013