

# Lisa Lee

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## EDUCATION

**Coding Bootcamp** 2021

University of Toronto

**UX/UI Bootcamp** 2021

University of Toronto

**Digital Marketing** 2019

Brain Station

**Arts and Business** 2013

University of Waterloo

## Other

Business Strategy,

Management,

Leadership, Training,

Coaching

## WORK EXPERIENCE

### BonLook Optical

Store Manager

Dec 2018 – Present

- Responsible for overseeing all aspects of store operations: marketing, merchandising, inventory control using OpenERP, hiring, training, and promoting.
- Co-developed tools to support employee development: Employee Handbook, Onboarding Checklist, Training Guide.
- Partner with cross-functional teams to ensure communication and operations will execute efficiently and effectively.
- Developed strategic and operational plans for the team, managing execution and measuring results.
- Analyze financial reports to identify and address trends and issues in the store's performance.

### Starbucks

Store Manager

June 2015 – November 2018

- Review store P&L statement and use it to reference for marketing and promotional activities, staff scheduling, identifying sales targets, and inventory management.
- Partnered with District Managers, Regional Directors, and design team to optimize effective branding and operational efficiency.
- Utilize tools to identify and prioritize communication while using discretion to filter communication to the team.
- Motivate the team to achieve by creating a productive, success-driven work environment emphasizing quality customer service.

## RECENT PROJECTS

### Tetris (Interactive MERN SPA)

[live](#) | [git](#)

- A MERN stack single-page application where the front-end uses React and Redux. The server is built using GraphQL with a Node.js and Express.js server and MongoDB and the Mongoose ODM for the database.
- Utilize queries and mutations to retrieve, adding, and updating data displayed in the user profile.
- Utilize JWT (JSON Web Token) for user authentication and to protect sensitive information.
- Developed and designed the high-fidelity UX/UI wireframe and final design.

### Coca-Cola Website Redesign (Front-End)

[live](#) | [git](#) | [case study](#)

- Utilizing HTML, CSS, JavaScript, and jQuery library for a website redesign concept focused on aligning the design towards their brand identity and market objectives.
- Conceptualize the UX and UI design based on the user-testing, SEO research, heuristic evaluation, and information architecture.
- Designed mid and high-fidelity wireframes.

## PROGRAMMING COMPETENCIES

- **Web Development** – HTML, CSS, Bootstrap, JavaScript, MERN (MongoDB, Express.js, React, Node.js)
- **Frameworks** – Express, Jest
- **Databases** – Relational (MySQL), Non-relational (MongoDB)
- **Deployment** – Git, Heroku
- **Concepts** – OOP, RESTful APIs, CRUD Operations, MVC frameworks
- **Software** – Visual Studio Code, MS Office (Excel, Word), Figma, Adobe XD, InVision