

Lisa Le

Interaction Designer
Toronto, Ontario

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SKILLS

Software

Figma, Adobe

Photoshop, Adobe XD,

Adobe Illustrator,

InVision

Familiar with HTML,

CSS, JavaScript, jQuery,

GitHub, Visual Studio

Code

Project

User Research, Design

Strategy, Web Design,

Prototyping, Scenario

Design, UI Design,

Information Architecture

Other

Business Strategy,

Cultural Awareness,

Management

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 the marketing team to support specific markets across GTA to increase customer experience and increase sales.
- Responsible for overseeing all aspects of store operations: marketing, merchandising, inventory control, hiring, training, and promoting.
- Developed strategic and operational plans for the team, managing execution, and measuring results.
- Consistently exceeded annual goals in key metrics, such as employee retention, customer service, and profit, exceeding LY by over 30%.
- Analyze financial reports to identify and address trends and issues in store performance.

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.
- Contributed toward store profitability through financial reports, monthly status reports, cash management, and inventory management to increase gross profit sales by 12-18% over LY.

EDUCATION

University of Toronto

UX/UI Boot Camp – 2021

- 24-week course teaching UX/UI design through 1:1 mentorship.
- Gained hands-on training in user-centric design research, design thinking, visual prototyping and wireframing, interface design, storyboarding, visual design theory, web prototyping with HTML5 and CSS, interaction design with JavaScript and jQuery.
- During this time, I completed 4 projects:
 - Coca-Cola Company Website Redesign Concept (UX/UI/Front-End)
 - Black Lives Matter Canada website redesign (UI)
 - Android app for plant care (Material Design)
 - Mobile Travel App

BrainStation

Digital Marketing – 2019

- Developed holistic digital marketing strategy, incorporating customer insights, social media marketing, search, and email marketing.

University of Waterloo

Arts and Business – 2013