

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

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 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:
 - 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
- My design process for all projects were the following:
 - Research (Competitive Analysis, Heuristic Evaluation, SEO Analysis)
 - User Research (Interviews, Surveys)
 - Storyboard and Personas
 - Information Architecture, Card-Sorting
 - Paper and Digital Wireframes and Prototyping (Figma, Adobe XD, InVision)
 - Mood Boards and Style Guides

BrainStation

Digital Marketing – 2019

University of Waterloo

Arts and Business – 2013