

# Jenny Lee

Designer / Developer 设计师 / 开发者

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Bioinformatician turned designer with transferable skills in organizing large systems of complex information and experience in designing for nonprofits. Portfolio still updating.

## Skills

### Design

- Creative direction
- Typography
- Branding
- Design thinking
- User research
- Usability testing
- Rapid prototyping
- Wireframing
- Storyboarding
- Personas
- Gamification
- Graphic design

### Software

- Adobe Xd, Figma, Sketch
- Photoshop, Indesign
- Procreate

### Programming

- HTML, CSS, Javascript
- Python, Swift (iOS)

### Language

- Cantonese
- Mandarin

## Design Experience

### Co-founder, Creative Director

Feb 2021 - Present

#### Treehouse | Friendship community

Designed multiplatform friendship community that has helped many lonely people successfully build meaningful friendships.

- Structured internal architecture of friendship community, outlined brand guidelines. Led 2 design sprints and conducted user research and usability testing interviews, informed designs
- Designed 4 high-fidelity mobile/website prototype iterations
- Coded iOS prototype, which made the final round of Codepath 2021 Demo Day competition
- Designed logo, banners, Twitch graphics for marketing

### Design / Marketing Intern

Jan 2021 - Dec 2021

#### Anise Health | Mental health platform for Asians

- Mocked up low and high fidelity consumer dashboard, using pain points and insights from audited usability testing interviews, improving scheduling experience for 30 clients
- Specified UI visual elements to lay out the base of a new design system, collaborated with front-end engineers
- Planned marketing strategy, read articles to design infographics, and grew social media following from 0 to 500+

### Co-founder, Graphic Designer

May 2015 - Jun 2018

#### iGEM, synbio. | Synthetic biology research project incubator

- Designed prints and layout for T-shirts, presentation poster, slide deck, logo, banners, flyers - presented at global conference in Boston, UCSF symposium, library, Bioengineering department
- Iterated over four website designs

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## Education

### Google UX Design

**Certificate** | Feb 2022

- UX design course module laying the foundation for mapping, ideating, and prototyping

### Codepath iOS

**Development** | Jun 2021

- Codepath.org, UC San Diego
- Pass with Honors

**BSc Bioinformatics** | 2019

**UC San Diego**

**Lund University** | Fall 2018

**Sweden**

- Courses: Human computer interaction, user learning research in educational games

### Google Front-End

**Development Scholar** | 2017

Udacity, Google

## Instructional Designer

Oct 2014 - Mar 2016

**BioClock Studio** | Educational multimedia on circadian biology

- Deconstructed complex in-lab procedures into visual media like videos and a digital encyclopedia. Designed multimedia used to teach upper division Biology course of 300+ students
- Conceptualized, designed, and coded a shooter game that models the molecular mechanism of a fruit fly's circadian clock

## Professional Experience

### Respite Care Worker

Jun 2021 - Present

**Aveanna Health**

- Assist client with nonverbal autism and psychosis and monitor behavioral symptoms

### Bioinformatician Research Technician

May 2019 - Aug 2020

**La Jolla Institute for Immunology**

- Outlined new user flow and wireframed low-fi redesigns for website, which hosts 20+ immunoinformatics tools and is a database of 5.6+ million assays and 1.5+ million molecules
- Analyzed terabytes of antigen data to mathematically improve epitope prediction in machine learning model, published results

## Leadership / Volunteer

### Vice President, Product Design

May 2019 - Present

**Books for Prosperity** | Volunteer program to assist orphans

- Designed website and conducted needs assessment at 5 orphanages and implemented reading program for 18 children
- Developed English literacy model and partnered with Mission Acts Ministry nonprofit to spread it to 50 groups in Mexico
- Collaborated with local teachers and librarians to organize curriculum and repurposed 1200+ books to build 3 libraries
- Transported over \$50k discarded dental equipment from San Francisco to Tijuana to donate to dental clinic