

masonlee.me

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JQuery

+1 (778) 898-4759

Education

2010.01 - 2014.12 Simon Fraser University

Vancouver, Canada

Bachelor of Science

Major: Interactive Art and Technology, Design Concentration

Minor: Biomedical Physiology and Kinesiology

Skill

Design Programming
Framer.js Design HTML
Sketch research/evaluation CSS

Axure Understanding users

Adobe Photoshop Wireframes
Adobe Illustrator Prototypes
Adobe Indesign A/B testing

O Experience

San Francisco, CA

2015.01 - Current AdHusky - Designer

AdHusky provides one stop Facebook ad solution for small business owners. As of April 2015 AdHusky helped more than 2000 small

business owners to reach out to their customers by Facebook.

About I first met two founders while working at a StartX portfolio company

and remotely helped the team since September 2013. On January 2015, I moved to San Francisco to join the team as soon as I finished

my degree.

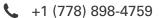
Responsibilitie Redesigned the company website (adhusky.com) and web

application (app.adhusky.com) while defining task flows, design patterns, site maps and building wireframes and prototypes.

Utilized Bootstrap as a framework.







2014.05 - 2014.08

Samsung Electronics Canada - User Experience Designer

Vancouver, BC

Worked with UX researchers, interaction designers, visual designers and front-end engineers in improving the website and applications of Samsung KNOX (a mobile security solution and mobile device management software).

Responsibilitie

Designed tasks and questionnaires for the usability study.

Moderated the usability study with participants.

Compiled, analyzed, and presented research findings - both

quantitative and qualitative.

Made video clips of the study to show research findings. Built prototypes that was used in 23 usability studies.

Designed internal UX research newsletter.

2013.06 - 2013.08

Linknovate - Designer

Palo Alto, CA

Linknovate is a startup helping companies reduce their time-to-market cycles and to boost their R&D capabilities by

building ecosystems, such as search engines.

About

Worked while the company was in the StartX accelerator program.

Responsibilitie

Helped with designing and developing website from the initial stage.

Designed and built the front-end of the company website.

Created wireframes and prototypes.



Wix Hackathon San Francisco - Winning Team

Integrated simple Facebook advertising process into the Wix

Startup Weekend Vancouver 2014 - Winners of the Spring Prize for

Best Purpose-driven Startup and Third Place Overall

Formed a team called Votely, where we pitched an idea of developing a tool that allows young, disengaged voters to rapidly and intuitively get matched with political candidates whose views and priorities

best align with their own.