

MAY LEE

PRODUCT DESIGNER

may.chiheng.lee@gmail.com
www.maycreates.com
www.linkedin.com/in/chihenglee

EXPERIENCE

TAILORU COLLECTIVE

2022 - PRESENT

PRODUCT DESIGNER (UI/UX)

FREELANCE

Collaborate with cross-functional teams and contribute to impactful projects and deliver user-centric solutions that translate strategic objectives into visually compelling and user-centered digital experiences.

Evolve atomic design systems for digital platforms and ensure consistency is achieved in all aspects of brand and product design.

DESIGN IN, LLC

2022 - PRESENT

SENIOR DESIGNER / CREATIVE DIRECTOR (ADJUNCT)

FREELANCE

Establish user-centric design in digital products with a focus on intuitiveness, functionality, and ease-of-use.

Craft innovative and dynamic interface designs that are responsive, inclusive, accessible and incorporate industry best practices.

Lead in the visual and layout design of editorial / print materials.

BIOWORLD MERCHANDISING, INC

2016 - 2021

SENIOR GRAPHIC PRODUCT DESIGNER

Deliver versatile apparel concepts for major retail clients that bridged licensed guidelines with market demands to expand on client visions with steady results in market growth.

Collaborate within cross-functional teams to produce quality deliverables with continuous expansion through purposeful iteration that achieve exponential growth in sales performance.

Conduct comp-shop analysis of key market trends to develop innovative competitive strategy that is scalable in growth.

ABOUT ME

PRODUCT DESIGNER

EXPERIENCED IN BUILDING
CREATIVE AND FUNCTIONAL
UX SOLUTIONS WITH AN
AESTHETIC EYE FOR VISUALLY
ENGAGING UI DESIGNS THAT
ELEVATE BRAND VISIONS.

SKILLS

Figma
Adobe: PS/AI/XD/ID/AE
Interactive + Animated Prototypes
UI Animation - After Effects/Lottie
Design Systems
Illustration
Graphic + Brand Design
User Persona / Research
UX Architecture
Site Map
Site Audits
Competitive Research + Analysis

Autonomous & Collaborative Work
Agile development
Design Thinking
Critical Thinking
Problem-Solving
Growth Mindset

EDUCATION

UI DESIGN CERTIFICATION

September 2021 | CareerFoundry

UI ANIMATION CERTIFICATION

November 2021 | CareerFoundry

UNIVERSITY OF NORTH TEXAS

2008 - 2011 | B.S in Fashion Merchandising