Sabrina Lee

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sabrinaelee.me

EXPERIENCE

UX Designer (Internship) — TD Labs
JAN 2021 — JUN 2021

Conducted market research, user interviews, and preference testing to gain an understanding of user goals and motivations

Collaborated with developers and business analysts to create personas, journey maps and user flows

Designed and presented high-fidelity prototypes of project concepts to TD executives

Freelance Graphic Designer
SEPT 2016 — JUN 2020

Designed student organization logos for club apparel sold and distributed to 100+ students

Designed social media graphics for student organizations

Branding Coordinator — UW/UX
APRIL 2021 — PRESENT

Collaborating with content strategists to develop branding by leveraging visual design techniques

Analyzing and managing social media growth

PROJECTS

UpBudget
TOP 5 DESIGN — TILE DESIGNATHON 2021

Designed a mobile app that sets a personalized monthly budget based on a user's financial situation

Conducted competitive analysis and user surveys to create personas and journey maps to identify the needs of the target user

MoveGreen
BEST HACK — HACKATTACK 2020

Designed a mobile app allowing travellers to connect with one another while tracking the total environmental impact of their travels

TOOLBOX
Figma
Sketch
Illustrator
Procreate
Zeplin

LANGUAGES
C++
Java
HTML/CSS
Javascript

SKILLS
Prototyping
Wireframing
Personas
Journey mapping
A/B testing
Usability testing
Visual design

EDUCATION
University of Waterloo
BASc. Systems Design Engineering
2020 — 2025

AWARDS
Best Hack
HackAttack (2020)

Third Place
University of Toronto Stem Cell Research Case Competition (2019)