Sabrina Lee

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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)

EXPERIENCE

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

Conducted market research, user interviews, and A/B testing to gain an understanding of user goals and motivations
Collaborated with a team to develop user personas and user journey maps
Designed high fidelity prototypes to effectively address the needs of the target user

Branding Coordinator — UW/UX
APRIL 2021 — PRESENT

Developed branding by leveraging visual design techniques
Analyzed and managed social media growth

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

PROJECTS

UpBudget
TOP 5 DESIGN — TILE DESIGNATHON 2021

Conducted market research and user surveys to create personas and user journey map to identify the target user's needs and motivations
Designed the UI for a mobile app that sets a personalized monthly budget based on a user's financial situation
Created a high-fidelity prototype in Figma

MoveGreen
BEST HACK — HACKATTACK 2020

Designed the UI for a mobile app to allowing travellers to connect with one another while tracking the environmental impact of their travels
Created mockups and a high-fidelity interactive prototype in Figma