


# Sabrina Lee

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sabrinaelee.me 

in/sabrinalee 

## EXPERIENCE

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### Product Designer — Points

September 2021 - December 2021

Redesigning the cross-platform digital storefront experience to enhance information architecture and visual design.

Conducted user research to identify user pain points and discover opportunities to increase customer retention.

### UX Designer — TD Lab

January 2021 — June 2021

Collaborated with business analysts and engineers to design and prototype an end-to-end mobile app to optimize the grocery shopping experience.

Iterated on an ecommerce system for small businesses that was presented to TD executives.

Conducted user interviews and preference testing to generate user personas and user journey maps.

### Freelance Graphic Designer

September 2016 — June 2020

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

## COMMUNITY

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### Product Designer — UW Blueprint

August 2021 — Present

Designing a digitized book review platform for Canadian Children Book Centre to streamline the process of uploading and viewing book reviews.

### Branding Coordinator — UW/UX

April 2021 — Present

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

## EDUCATION

### University of Waterloo

BASc Systems Design  
Engineering

2020 — 2025

## TOOLBOX

Figma, Adobe XD,  
Sketch, Zeplin, InVision

Illustrator, Procreate

HTML/CSS, C++

## SKILLS

Prototyping

Wireframing

Interaction Design

User Research

Usability Testing

Product Thinking

## AWARDS

**Adobe Creative Jam x  
The New York Times**

3rd Place Winner | 2021

**TILE Designathon**

Finalist (Top 10) | 2021

**HackAttack**

Best Overall | 2020