

# Sabrina Lee

✉ sabrina.lee@uwaterloo.ca

🌐 sabrinaelee.me

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## EXPERIENCE

### Incoming Product Designer — Points

SEPT 2021 - DEC 2021

### UX Designer — TD Lab

JAN 2021 — JUN 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 methods to generate user personas and user journey maps

### Freelance Graphic Designer

SEPT 2016 — JUN 2020

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

Created social media graphics for student organizations

## COMMUNITY

### 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 and makes micro-investments based on their savings goals

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

## TOOLBOX

Figma

Sketch

Illustrator

Procreate

Zeplin

## LANGUAGES

C++

HTML/CSS

Javascript

## SKILLS

Prototyping

Wireframing

Personas

Journey mapping

Usability testing

Visual design

## EDUCATION

**University of Waterloo**

BASc. Systems Design  
Engineering

2020 — 2025

## AWARDS

**Best Hack**

HackAttack (2020)

**Bronze Award**

Duke of Edinburgh's  
International Award (2020)

**Third Place**

University of Toronto  
Stem Cell Research Case  
Competition (2019)