

Jordan Lee

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EDUCATION

Parsons School of Design

Bachelor of Fine Arts in Communication Design

New York, NY

Aug. 2017 – May 2021

EXPERIENCE

Lead UI Designer

PixelPerfect Agency

May 2021 – Present

New York, NY

- Designed high-conversion landing pages and marketing assets for Fortune 500 clients, achieving an average conversion rate uplift of 18%.
- Spearheaded the visual redesign of a fintech mobile app, focusing on micro-interactions and accessibility (WCAG 2.1 AA).
- Created and maintained a comprehensive UI Kit and Design System, reducing design consistency errors by 90%.
- Partnered with motion designers to create custom Lottie animations that enhanced user delight and retention.

Visual Design Intern

Studio G

June 2020 – Aug 2020

Austin, TX

- Assisted in the branding and identity creation for 3 startups, including logo design and color palette selection.
- Designed social media assets and email templates that aligned with established brand guidelines.

PROJECTS

NeoBank Mobile App | *Figma, ProtoPie*

Sep 2021

- Designed a concept banking app focusing on dark mode aesthetics and simplified transaction flows.
- Created a high-fidelity prototype demonstrating complex gesture-based interactions.

Traveler Web Portal | *Adobe XD, Webflow*

Jan 2021

- Designed and built a responsive travel blog website using Webflow, featuring custom CMS layout and interactions.

SKILLS

Expertise: UI Design, Visual Design, Interaction Design, Prototyping, Wireframing, Branding, Typography, Color Theory

Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator, After Effects, ProtoPie, Webflow

Languages: HTML, CSS, Basic JavaScript