SANDY (MEI-HSUAN) LEE

Empathetic and data-driven Product Designer (UI/UX) with an MS in Human-Computer Interaction. Proven ability to create accessible, human-centered, and impactful digital experiences. Experienced in identifying and solving complex problems, simplifying complex information architectures, and creating highly engaging interaction designs.

WORK EXPERIENCE

DUB LAB, UNIVERSITY OF WASHINGTON
UX Researcher & Designer
Jun 2023–current | Seattle, WA
- Conducted formative survey analysis and co-design interviews to gather insights on cutting-edge design approaches for adolescent well-being and identity exploration on social media.
- Create design systems, user maps, wireframes, and interactive prototypes based on research findings to launch "Whoami Today" social media app, collaborating with cross-functional teams to deliver impactful user experiences.

PAX8
UX Design & Web Marketing Intern
Jun 2022–Aug 2022 | Denver, CO
- Utilized Hotjar and Google Analytics to identify user journey pain points, leading to the redesign of 10+ WCAG2 AAA landing pages on WordPress, enhancing user experience across NA, ASEAN, UK, and EU regions, boosting brand awareness as the world's favorite cloud marketplace.
- Maintained official client-facing sites in 5+ languages on WordPress, assisted bug fixes and QA processes to ensure accurate and consistent content.

UNIVERSITY OF COLORADO BOULDER
UI/UX Designer & Web Marketing Strategist
Sep 2021–Jun 2022 | Boulder, CO
- Created wireframes, hi-fidelity mockups, and rebuilt the official Faculty Development & Support WordPress site, achieving intuitive user experiences and meeting WCAG 2.0 accessibility guidelines through minimalist visuals and clear information structures.
- Spearheaded cross-functional collaboration with 8+ departments to drive the design and distribution of a bi-weekly newsletter, ensuring seamless content delivery to an 8000+ faculty audience.

VERITE CONSULTING INTERNATIONAL
Project Manager & Marketing Researcher
Mar 2021–Jul 2021 | Taipei, Taiwan
- Led a multi-stakeholder, government-funded project facilitating digital transformation for 10+ mid-sized enterprises through conducting SWOT analyses, identifying business objectives, and formulating research-driven strategies. Received commendations from diverse stakeholders for outstanding organization abilities and impactful research outcomes.

INNA ORGANIC
UX Designer & Digital Marketing Strategist
Mar 2019–Aug 2020 | Taipei, Taiwan
- Designed personas, user journeys, wireframes, and interactive prototypes for official e-commerce sites, leading to 130% audience growth in North America and ASEAN.
- Analyzed and developed research-based digital marketing strategies using Google Analytics.

CONTACT

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Portfolio: sandylee.site

EDUCATION

UNIVERSITY OF COLORADO BOULDER
MS, Creative Technology and Design
Aug 2021–May 2023 | Boulder, CO
Track: Human-Computer Interaction

NATIONAL TAIWAN UNIVERSITY
BA, Philosophy
Sep 2015–Jan 2020 | Taipei, Taiwan

SKILLS

UX RESEARCH
Research planning & design, User interview, Contextual inquiry, Qualitative research, Usability testing, Persona development, Job to be done, Journey mapping, Affinity diagram, Storyboarding, Heuristic Evaluation, Google Analytics, Hotjar

UI/UX DESIGN
Information architecture, Interaction design, Accessible design, Responsive design, Design system, Wireframing, Prototyping, 3D design, Visual design

DESIGN TOOLS
Figma, Sketch, InDesign, InVision, Adobe Creative Suite, Blender, Spline, Webflow

FRONT-END DEVELOPMENT
React.js, Vue.js, Node.js, TypeScript, JavaScript, Three.js, WebGL, REST(ful) API, jQuery, HTML, Bootstrap, CSS, Sass, Github, Webpack, Npm, Swift, SwiftUI

LANGUAGES
English, Mandarin