

SANDY (MEI-HSUAN) LEE

Empathetic and data-driven Product Designer with an MS in Human-Computer Interaction. Proven ability to create accessible, human-centered, and impactful digital experiences. Experienced in identifying and solving compound problems, creating highly engaging interaction designs, and simplifying complex information architectures. Proficient in various design tools and modern front-end technologies.

WORK EXPERIENCE

PAX8

UX Designer & Developer

Jun 2022–Aug 2022 | Denver, CO

- Redesigned and built 10+ WCAG2 AAA landing pages on WordPress using HTML/CSS for a more impactful user experience across NA, ASEAN, UK, and EU regions, boosting brand awareness as the world's favorite cloud marketplace for cloud-based solutions.
- Identified pain points in user journeys using Hotjar and GA, integrating research findings to redesign user flows for a frictionless user experience.
- 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 & Developer

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 & 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.
- Designed research plans to collect and analyze data, presented research findings visually and verbally to various stakeholders to help shape business and brand strategies.

INNA ORGANIC

UX Designer & Content Strategist

Mar 2019–Aug 2020 | Taipei, Taiwan

- Created user personas, user journey, wireframes, hi-fidelity mockups, and interactive prototypes for the official organic skincare e-commerce site, leading to 130% audience growth.
- Conducted market research and competitor analyses to develop data-based content strategies for 3+ customer-facing sites and social media platforms, resulting in noticeable market expansion in North America and ASEAN.

CONTACT

Based: Boulder, CO (open to relocate)

Tel: (415) 605-6729

Email: work@sandylee.site

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

Programs: Women's and Gender, European and EU Studies

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