

SANDY (MEI-HSUAN) LEE

PRODUCT DESIGNER, CREATIVE DEVELOPER

Skilled MS graduate in HCI, passionate about inclusive design, 3D, and creative frontend development. Excellent problem-solver under high pressure who leads through ambiguity. Possess strong visual design skills, critical thinking skills, and the ability to communicate complex ideas logically and efficiently.

WORK EXPERIENCE

PAX8

Frontend Developer Intern

Jun 2022–Aug 2022 | Denver, CO

- Took charge of building 10+ WCAG2 AAA landing pages with creative design, HTML, CSS, and WordPress to increase brand awareness across NA, ASEAN, UK, and EU.
- Responsible for updating and maintaining the official client-facing sites in 5+ languages to deliver timely, accurate information.
- Assisted with QA processes and bug fixes to ensure excellent user experiences in public-facing web content.

UNIVERSITY OF COLORADO, BOULDER

Web Developer & Marketing Assistant

Sep 2021–Jun 2022 | Boulder, CO

- Designed and rebuilt the official department site to bring in minimalist visual designs and clear information structure, assuring intuitive and frictionless user experiences that met the university's accessibility standards.
- Managed the design, content, coordination, and distribution of bi-weekly, cross-departmental newsletters with 8000+ academic audiences.

VERITE CONSULTING INTERNATIONAL

Project Manager & Researcher

Mar 2021–Jul 2021 | Taipei, Taiwan

- Led a government-funded project that assisted 10+ enterprises in achieving digital transformation. The project included conducting SWOT analyses, identifying objectives, and developing research-based strategies.
- Implemented 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

Digital Marketing & Design Specialist

Mar 2021–Jul 2021 | Taipei, Taiwan

- Created wireframes, hi-fidelity mockups, and interactive prototypes for the official overseas e-commerce website, leading to 120% growth after launch.
- Designed content for 3+ customer-facing sites and social media platforms, aiding in noticeable market expansion in North America and ASEAN.
- Developed digital marketing strategies for overseas markets based on industry research, audience identification & segmentation, and analytic performance reports.

CONTACT

Based: Boulder, CO

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Portfolio: sandylee.site

EDUCATION

UNIVERSITY OF COLORADO, BOULDER

MS, Creative Technology and Design

Aug 2021–May 2023 | Boulder, CO

Relevant Courses: UX I&II, Design Methods, Accessible Web Design, Creative Code, Web Frontend Dev, Mobile App Dev

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, Qualitative research, User research, Usability testing, User personas, Journey mapping

UX DESIGN

Information architecture, Interaction design, Accessible design, Responsive design, Design system, Wireframing, Prototyping, 3D design, User interface design

DESIGN TOOLS

Figma, Adobe Creative Suite, Blender, SketchUp, Spline

WEB & APP DEVELOPMENT

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

ELECTRONICS

Arduino, Raspberry Pi

LANGUAGES

English, Mandarin