

SANDY (MEI-HSUAN) LEE

Empathetic and data-driven Product Designer (UI/UX) with 2+ years of experience crafting human-centered experiences that resonate. Multidisciplinary in human-computer interaction, philosophy, and front-end development, I am adept at simplifying complexities, infusing simplicity, and sculpting intuitive digital products that are joyful, engaging, and impactful.

WORK EXPERIENCE

Product Designer

DUB Lab, University of Washington – *Leading HCI Research Institution*

Remote | Jun 2023 – Current

- Conduct over 150 formative survey analyses and co-design interviews to gather insights into cutting-edge design approaches and define features that facilitate adolescent well-being and stronger friendships on social media.
- Create design systems, user journeys, wireframes, and prototypes to address user needs and deliver impactful user experiences. Collaborate with cross-functional teams to launch “Whoami Today” social media app in 2 months.

UX Design & UI Development Intern

Pax8 – *Award-winning B2B Cloud Solutions Provider*

Denver, CO | Jun 2022 – Aug 2022

- Leveraged Hotjar and Google Analytics to precisely identify user journey pain points, spearheading the redesign and rebuild of over 10 WCAG2 AAA landing pages on WordPress. Resulted in an outstanding 15% surge in site traffic and brand recognition across NA, ASEAN, UK, and EU regions.
- Maintained 4 multilingual official client-facing sites on WordPress, aiding bug fixes and quality assurance for accurate and consistent content delivery.

UX Designer & UI Developer

University of Colorado Boulder – *Higher Education Institution*

Boulder, CO | Sep 2021 – Jun 2022

- Transformed the Faculty Development & Support WordPress site through wireframes and hi-fidelity mockups, resulting in intuitive user experiences aligned with WCAG 2.0 accessibility standards.
- Led multi-departmental collaboration to oversee the end-to-end process of designing, curating, and distributing 2 monthly newsletters, ensuring seamless content delivery and a delightful experience for an audience of 8000+ faculty members. Attained a notable 92% subscriber retention rate.

Project Manager

Verite Consulting International – *Esteemed Brand Consultancy*

Taipei, Taiwan | Mar 2021 – Jul 2021

- Executed a government-funded project driving brand transformation for 10+ mid-sized enterprises, yielding remarkable outcomes that garnered high stakeholder satisfaction. This success led to our firm's reselection for the same project in the following years.

UX Designer & Digital Marketing Strategist

Inna Organic – *Thriving Global Organic Beauty Startup*

Taipei, Taiwan | Mar 2019 – Aug 2020

- Conducted market research, crafted personas, user journeys, wireframes, and interactive prototypes for official e-commerce platforms, achieving an impressive 130% audience growth in North America and ASEAN.
- Developed data-driven digital marketing strategies and content strategies using Google Analytics and A/B testing, resulting in a substantial 60% increase in engagement rate.

CONTACT

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Portfolio | <https://sandylee.site/>

EDUCATION

University of Colorado Boulder

MS, Human-Computer Interaction

Boulder, CO | Aug 2021 – May 2023

National Taiwan University

BA, Philosophy

Taipei, Taiwan | Sep 2015 – Jan 2020

SKILLS

UX Research

Market research, User research, User interview, Persona design, Journey mapping, User flow, Affinity diagram, Usability testing, Accessibility testing, A/B testing, Google Analytics, Hotjar

UI/UX Design

Design system, Visual design, Information architecture, Wireframing, Prototyping, Interaction design, Accessible design (WCAG2.0), Responsive design, 3D design

Design Tools

Figma, Sketch, InDesign, InVision, Adobe Creative Suite, Material UI, Blender, Spline

Front-End Development

HTML, CSS/Sass, JavaScript, Webflow, Framer, Bootstrap, WordPress, TypeScript, React.js, Vue.js, Three.js, WebGL, REST API, jQuery, Python, Github, Webpack, Node.js, Npm, Swift, SwiftUI

Languages

English, Mandarin