

Albert Lee

 albertcreates.com

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Skills

Design Thinking | User Research | Wireframing | Responsive Design | Interaction Design | Visual Design | Prototyping | Usability Testing | Design System | Branding | Cross-Functional Collaboration

Education

Bachelor of Global Business & Digital Arts

University of Waterloo
Waterloo, ON

User Experience Design Diploma

BrainStation
Toronto, ON

College of Business Exchange

City University of Hong Kong
Hong Kong

Experience

UX Designer | Wireless DNA

Dec 2024 - Jun 2025

- Transformed complex 20+ field form into 4-step guided conversation, enhancing user understanding through progressive disclosure and cognitive load reduction
- Resolved critical conversion bottleneck in telecom sales funnel, reducing abandonment from 90% to 20%
- Planned and executed 3-phase website rollout for MVP implementation while navigating complex product structure

UX Designer | Institute for Canadian Citizenship

May 2024 - Jul 2024

- Created high-fidelity wireframes and interactive prototypes to enhance user experience
- Conducted usability and heuristic audit on information hierarchy, leading to 32% improvement in A/B testing outcomes
- Designed SaaS solution to help immigrants upskill and connect with employment opportunities

UX & Multimedia Designer | Appnovation Technologies

Jan 2022 - Jun 2023

- Crafted an immersive UI and prototype using engaging interaction and motion design
- Reimagined website through data analysis using Google Analytics and Hotjar, and market research to enhance user experience
- Built an in-depth design system, improving maturity using design tokens, schematics and templates
- Overhauled brand guidelines to reflect new business direction, ensuring consistency across all user touchpoints

Marketing Specialist | LifePlan Investments

Jan 2020 - Apr 2020

- Coordinated cross-department efforts for digital product launch, ensuring alignment and timely delivery of promotional strategies
- Planned and executed marketing campaigns, crafting marketing materials and distributing assets to increase audience engagement
- Produced social media posts, presentation decks, marketing videos, and podcasts to engage hundreds of audience members within a month

Brand Marketing Designer | Waterloo Co-operative Residence Inc.

Nov 2018 - Apr 2019

- Delivered graphic design work including logos, icons, flyers, brochures, and other visuals for print and web to meet diverse project needs.
- Developed promotional visuals for Waterloo residence events to increase engagement and outreach
- Created branding materials for Waterloo co-operative housing to enhance communication effectiveness