Albert Lee

UX / Product Designer

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Skills Summary

Design Thinking | Problem Solving | Wireframing | Interaction Design | Visual Design | Prototyping | Usability Testing | Design System | Branding | Adobe CC

Tools

Figma

Adobe XD

Illustrator

Photoshop

Premiere

Lightroom

Jira

Monday

Confluence

Experience

UX Designer | Institute for Canadian Citizenship
May 2024 - Jul 2024

- Designed a SaaS solution that assists immigrants in upskilling and connecting with employment opportunities
- Created high-fidelity wireframes and interactive prototypes
- Conducted a usability and heuristic audit focusing on information hierachy resulting in a 32% improvement in A/B testing

UX & Multimedia Designer | Appnovation Technologies
Jan 2022 - Jun 2023

- Initiated a reimaging of the website by completing a data analysis using Google Analytics and Hotjar, and market research
- Restructured information architecture for an intuitive duel-layer system
- Crafted an immersive UI and prototype using engaging interaction and motion design
- Built an in-depth design system, improving maturity using design tokens, schematics and templates
- Overhauled brand guidelines to align with new business direction

Marketing Specialist | LifePlan Investments
Jan 2020 - Apr 2020

- Planned and executed marketing campaigns by crafting associated marketing materials and distributing assets
- Produced social media posts, presentation decks, marketing videos and podcasts to amassed hundreds of audiences within a month
- Coordinated cross-department efforts for digital product launch

Brand Designer | Waterloo Co-operative Residence Inc.
Nov 2018 - April 2019

- Devised innovative marketing strategies and crafted marketing materials to elevate brand visibility
- Revamped brand style guide, including logos, colour scheme, icons, letterhead, and marketing strategy
- Created community and event posters to enhance community awareness and engagement

Education

BrainStation | User Experience Design Diploma

University of Waterloo | Bachelor Global Business & Digital Arts
Graduated with Honours and a Certificate in Global Experience

City University of Hong Kong | College of Business Exchange