

JOSEPH LEE

UX/UI PRODUCT DESIGNER

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TOOLS



Sketch



InVision



Principle



HTML



InDesign



Illustrator



Photoshop

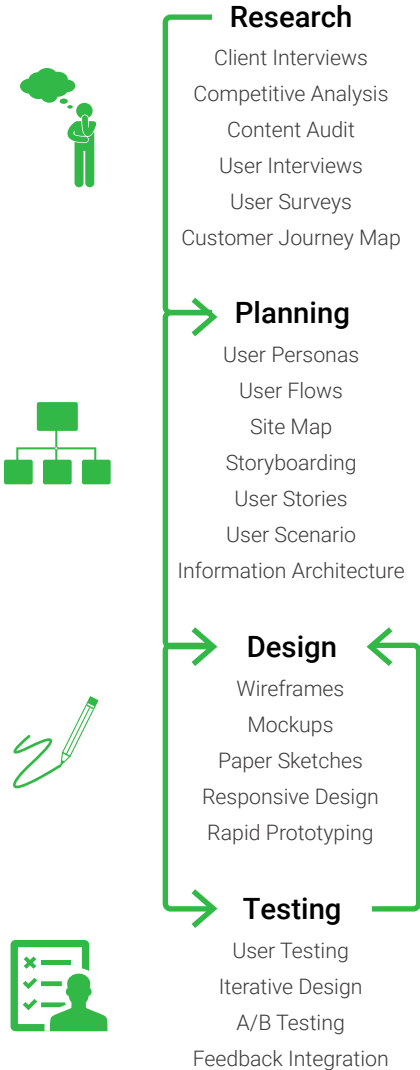


CSS

ABOUT

Before designing experiences in the digital space, I worked towards delivering seamless experiences to the end users in the sports, hospitality to the financial services industry. I take pride in my diverse background as it helps me to think creatively. I am passionate about solving the user and the business' problems by providing human-centred design solutions that are driven by data.

SKILLS & PROCESSES



DESIGN EXPERIENCE

ElementIQ

UX/UI Strategist 2017 - 2018

Utilized tools like Google Analytics, Hotjar and A/B Testing to make data-driven design decisions. Designed and built landing pages, email automations and websites.

Freelance

Designer & WordPress Developer 2017 - 2018

- **Customer Pulse** A software platform based on the Net Promoter System®
- **Vivian Yu Realty** Realtor website with MLS API built on WordPress
- **Kay Kim Beauty** Portfolio website built on WordPress

RED Academy

UX/UI Designer 2016

- **Whisky Wisemen** Designed a mobile application for the Whisky Wisemen Club members
- **YELL** Redesigned the website and its information architecture
- **StormBrain** Turned business idea into a prototype a social platform for researchers

Emotion & Self Lab | UBC Department of Psychology

Research Assistant 2012 - 2013

Conducted research to data analysis on human behaviours in social leadership settings.

PROFESSIONAL EXPERIENCE

Rosewood Hotel Georgia

Bartender 2014 – Present

SMG Advisors Inc.

Associate Financial Advisor 2014 – 2016

BMO Vancouver Marathon

Runner & Expo Services 2014

EDUCATION

RED Academy

User Interface Design

Certificate 2017

RED Academy

User Experience Design

Diploma 2016

University of British Columbia

Psychology, Minor Economics

Bachelor of Arts 2009 – 2014