

SYLVIA LEE

UX / PRODUCT DESIGNER

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Currently seeking exciting opportunities as a UX/Product Designer after having careers as a software engineer, fashion designer, entrepreneur and now product designer. I aim to create a considerable & measurable impact for users worldwide while striving for constant innovation solving complex problems.

EDUCATION

Springboard - 2020

User Experience (UX) Design career track program

Sydney Institute of TAFE - 2007-2010

Advanced Diploma in Fashion Design

University of New South Wales - 2000-2004

Bachelor of Engineering in Software (Honours)

SKILLS

UX / UI Design • Interactive design • Interaction flow maps • Wireframing • Prototyping • Product Design • Mobile/Desktop Design • Data-driven design • User testing • A/B Testing • Heuristic evaluation • Persona development • User stories • User interviews • User research • Primary Research & Surveys • Website & informational architecture • Data analysis • Task analysis

DESIGN + TOOLS

Sketch • Figma • Invision • User flows • Style guides & pattern library • Lo & Hi fidelity prototyping • Illustration • UI design • Adobe Illustrator • Adobe Photoshop • Slack • Marvel • Jira • Miro

PROGRAMMING LANGUAGES

Java • C/C++ • HTML • Python • Haskell • Delphi • SQL

EXPERIENCE

SUNBELT RENTALS | UX DESIGNER | JUN 2021 - PRESENT

User Experience designer working on the Sunbelt Rentals mobile app and website for B2B and B2C markets in the construction and machinery rental industry. Helped launch vast improvements as well as innovative solution designs for complex equipment rental processes. Worked closely with UX researchers, visual designers, product management and engineers to collaborate in an agile environment.

SMPLE LAB | UX DESIGNER | AUG - OCT 2020

Lead UX research & designer for Holistic Living app. Performed primary & secondary research on users, the industry & business case. Ideated & designed the user flow, main UI & hi-fidelity mockups for critical screens.

RALPH LAUREN | FASHION DESIGNER | 2019

Designed concept, prototype, to production successful women's collections. Streamlined core processes & created ways to collaborate to optimize the design + production process, bringing the design schedule 2 seasons ahead from where it was when I started, while pushing product innovation.

ECI NEW YORK & MJM | FASHION DESIGNER | 2016-2019

Creative head for 6 new labels, managing all aspects end-to-end in design from concept, sourcing, proto development through to production & sales- locking in 80 - 100 new accounts.

SYLVIA LEE | BUSINESS OWNER | 2010-2013

Managed the business end to end from sourcing, designing, production, sales, marketing & PR. Acquired international accounts and achieved international press on television, radio, magazine & newspaper.

CINCOM | TECHNICAL SOFTWARE CONSULTANT | 2005-2007

Mapped business processes to automate & integrate with enterprise (ERP) software. Led successful requirements engineering solving business complexities in product development. Resulted in clients' increased production capacity, reordering of software services & lower levels of client help desk calls.

SERCO AUSTRALIA & ROYAL AUSTRALIAN NAVY | SOFTWARE ENGINEER | 2003-2005

Programming & product development of operational systems for the Royal Australian Navy's tactical warfare training program. Executed primary research to define requirements, implemented software & system manuals. Resulted in optimal user results with increased efficiency & accuracy of naval training programs.

UX PROJECTS ■

GRAMCITY | JULY 2020

A project completed in 1 week using the Google Ventures design sprint framework. The process included understanding the issue & mapping out the problem; identifying the target; creating 'How Might We' questions; sketching solutions; test plan; creating a hi-fidelity prototype; usability testing the proto with 5 potential customers to ensure the end user needs are met most optimally.

EARTH GUIDE APP | JAN 2020 - JUNE 2020

Goal was to research & design a user centric travel app for sharing travel recommendations & communication. I took ownership of research, concept, MVP, information architecture, interaction design, wireframes, visual design, proto design mockups & iterative usability test. The outcome was a successful hi-fidelity prototype tested with users who successfully completed all red route tasks with ease while expressing delight.

ACHIEVEMENTS ■

Australian Korean Cultural Association - 2012 - Achievements in Arts Award

Nokia - 2011 - Nokia In Hindsight Entrepreneurs Competition, Top 5 Finalist

Styled Awards - 2010 - Designer of the Year

Flair Awards - 2010, 2009 - Business Award, Designer of the Year

Wesley Mission - 2012 TO TODAY - Aunties and Uncles program for foster children