

Stella Lee

Product Designer in San Francisco, CA

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www.designedbystella.com

PROFESSIONAL EXPERIENCE

Superbolt | Culver City, LA | Dec 2020 — April 2023

UX/UI Designer

- Optimized web performance/experience for e-commerce and SaaS clients, increasing conversion rates by 1-6% and decreasing bounce rates by 10-25%
- Conducted site audits according to WCAG guidelines, GA data analysis, and heat map interpretation, pinpointing missed opportunities and resulting in a 3-15% site speed increase
- Accelerated design processes and minimized mockup/presentation creation time by 50% through the strategic development of tailored Figma and Google Slides templates
- Decreased back-and-forth communication by 50% by compiling how-to guides for clients and internal training
- Collaborated with marketing/copywriting teams to refine landing pages, execute A/B tests, and adopt web-focused strategy, increasing user engagement by 20% and conversion by 12%

Redko | Remote | Sept 2020 — Dec 2020

UX/UI Designer

- Led IA and UX design for mobile app Redvest, a stock market simulator with 100,000+ downloads, by conducting research and creating initial site map, wireframes, mockups, and prototypes
- Documented technical specification accounting for scalability, accessibility, and consistency for developer handoff

Fini | Remote | Aug 2020 — Dec 2020

Product Designer

- Led IA and UX design for Fini, a goal-setting mobile app with 5-star rating in the app store, by conducting user research and creating initial site map, mockups, and prototypes
- Created branding guidelines and design system including loading screens and interaction specifications

B-STEM | Remote | June 2020 — Sept 2020

UX/UI Designer

- Expedited weekly design sprints by generating well-structured initial wireframes, resulting in a 25% increase in on-time project deliveries
- Streamlined the team's design process by organizing Figma boards and creating labeled pages and sections, reducing back-and-forth communication by 25%
- Refined the MVP and site map, resulting in a 50% reduction in design iteration cycles and allowing us to deliver the project on-time
- Communicated design concepts/deliverables to sponsors, securing a \$6K pledge with 55 funders

EDUCATION

Aug 2019 — June 2020

CareerFoundry

UX immersion
Front-end specialization

Sept 2014 — Dec 2017

Chapman University

B.S. business management
Psychology minor

SKILLS

User research
Data analysis
Competitive analysis
Heuristic evaluation
Content audits
Usability testing
User personas
Journey maps
User flows
Information architecture
Design systems
Wireframing
Prototyping
Responsive web design
Mobile design
UX/UI design
Product strategy
A/B testing
Visual design
Basic HTML/CSS
Agile methodology
Accessibility

TOOLS

Figma
Adobe XD
Google Analytics
Shopify/Shopify Plus
Webflow
Unbounce
Photoshop
After Effects

LANGUAGES

English
Mandarin Chinese