Keithan Lee
Product Designer (UX/UI)

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🔗 https://www.keithanlee.com   **in**

BIO

A product designer (UX/UI) based in Hong Kong with over 5 years of experience in creative design. I enjoy creating unique, user-focused digital products focusing on branding and user experiences and specializing in building App, website, SaaS product, and design system.

EXPERIENCE

Product Designer (UX/UI)

Peeba (Y-Combinator W23) | HK, VN, TW, JP, SG | Jan 2022 - Present

Peeba is a VC-funded wholesale marketplace platform that aims to link regional Asian retailers with distinctive global brands.

- As a first full-time designer work closely with 10+ engineers, Ops and sale team.
- Designed and managed 5 external & internal products.
- Delivered over 63+ product features for both portal & app.
- Launched a brand-new mobile app with comprehensive design system and boosted browse state by 240%.
- Interviewed 50+ retailers and brands.
- Boosted 135% conversion

Sr. UX/UI Designer

Chain Technology Development | HK | Aug 2020 - Jan 2022

Chai Technology is an R&D-based startup that provides a comprehensive suite of IoT smart city & digital twins solutions.

- Led a team of three designers and managed 4 products.
- Created a cloud-based 3D SaaS platform from scratch.
- Worked closely with the BD team, serviced 8+ clients
- Delivered 10+ customised digital twins products on demand.

Sr. Interior Designer

Tang Design Co. Ltd. (9tanggroup) | HK & Mainland | Oct 2017 - Mar 2020

Tang Design (9tanggroup) is a Hong Kong-based architecture & interior design studio.

- Designed and managed 6+ shopping malls and 3+ commercial projects in Mainland over 6 cities.
- Worked closely with Architect and project manager.
- Achieved the London Design Awards in year 2022.

EDUCATION

Birmingham City University

Bachelor's Degree，Interior Architecture and Design | 2016-2017

Hong Kong Design Institute (HKDI)

Interior Design | 2014-2016

SKILLS

Concept Development
User-story Mapping
User Journeys
User Research
Information Architecture
Low to High Fidelity Wireframes
Responsive Web
Interactive Prototyping
Design System Components
User Test
HTML & CSS
Branding Design
Art Direction
Spatial Design

LICENSES & CERTIFICATIONS

Responsive Web Design (HTML & CSS)
freeCodeCamp - issued Oct, 2020

RECOGNITIONS

CSS Design Award
Special Kudos

CSS Winner Awards
Special Star awardudos

London Design Awards 2022
SpeciSilver Awardal Kudos

Emerging Design Talents EDT 2017
Selected Project

TRI-WALL Design Competition
Selected Project

G2000 Retail Design Project
Selected best 30

ShangHai Commercial Bank Ltd Design Project
Selected best 30