

# Amanda Lee

DESIGNER

## CONTACT

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## EDUCATION

### York University

Bachelor of Design

Specialization: UX/UI Design

Anticipated Graduation 2025

### Hanyang University

Study Aboard, UX Design & Branding

July 2023

## SKILLS

### Skillssets

Ux Design, Ui Design, Product Design, Graphic Design, Prototyping, Wireframing, Design Systems, Usability Testing, User Interviews, Web design, Interaction Design, Visual Design, Branding, Video Editing, Photography

### Tools

Figma, Adobe Creative Suite (Illustrator Ai, InDesign Id, XD, Lightroom Lr, Photoshop Ps, After Effects Ae, Premiere Pr, XD), Microsoft Office, Webflow, Wordpress, HTML, CSS

## COMMUNITY

### Marketing Coordinator

Design Students' Association

May 2024 - Present

### Design Mentor

Design Students' Association

Sep 2023 - Present

## EXPERIENCE

### Product Designer | York University

Department of Learning Technology Service | May 2022 - April 2024, Sept 2024 - Present

Conceptualized, designed, and wireframed UI and UX for a variety of applications, including desktop, mobile, and AR, utilizing Figma, WordPress, HTML, and CSS for over 60k users.

Conducted user research, interviews, and usability tests to gather insights and inform design decisions on multiple VR interfaces across mobile and web platforms.

Conducted market research and competitive analysis to make informative design decisions and implemented responsive design principles for seamless experience.

Edited videos and animations using Adobe Premiere and After Effects to create promotional content.

### Graphic Design Intern | SharkNinja

May 2024 - Aug 2024

Design visual content for digital and print platforms, including social media graphics, motion videos, marketing materials, and billboard advertisements.

Pitched design ideas and marketing strategies effectively to stakeholders and project managers through presentation pitches and design documentation

### Website & Social Media Assistant | York University

Department of Design | Nov 2022 – April 2023

Planned and designed engaging social media and web content for over 1k audience.

Collaborated with cross-functional teams to develop marketing campaigns and user center interface, resulting in a 40% increase in user engagement.

Coordinated DesignTO festival, overseeing the planning to execution of social media initiatives in collaboration with outsourced artists, increased event attendance.

### Graphic Designer Intern | Ambassadors For Christ in Canada

August 2021 – November 2021

Led the redesign of company's style guide on multimedia platforms for over 10k audience.

Designed captivating graphic assets and promotional materials using Adobe Creative Suite, for digital and print formats.

Collaborated closely with a cross-functional team of designers, developers, and stakeholders to develop innovative design solutions, ensuring cohesive branding.

## AWARDS

### Product Designer | 3rd Place Winner

Protothon Hosted by DubsTech & Design Buddies | May 2024

Awarded third place in a 28-hour design competition for prototyping an innovative survival video game.

### UX/UI Designer | 2nd Place Winner

DESathon Hosted by Design Students' Association | Feb 2022 & Oct 2022

Received second place by leading the team as a UX/UI designer to create a mobile platform that promotes sustainability and enhances student engagement through intuitive design and user-centered features.