

Hayes Lee

Designer | Researcher | Storyteller

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Experience

Product Design Intern | [Salesforce](#) May '19-Aug '19

- Created 7 design variations for machine learning recommendations with varying levels of interpretability for service agents using Service Cloud
- Developed an unmoderated usability study to test the design variations, analyzing results from 52 participants

Product Design Intern | [Drop](#) Sept '18-Dec '18

- Created in-app features to improve the referral system, contributing to a 2x increase in referral screen views and referral code copying
- Designed in-app experiences such as recommended offers and geolocation to increase user personalization
- Conducted user phone interviews to learn about users and discover app opportunities
- Produced graphic designs and visuals for the 12 Days of Gifting marketing campaign

UI/UX Design Intern | [TD Lab](#) Jan '18-Apr '18

- Designed a chat interface for a financial education web-based tool
- Performed market research and usability testing on the user onboarding flow, analyzing findings to improve the design
- Created workflows, wireframes and interface designs for an iOS app used to increase engagement with the lab within a deadline of 3 weeks
- Presented lab projects to hundreds of employees across different departments, iterating on feedback for future improvement

UX Design Intern | [Loyalty One](#) May '17-Aug '17

- Conducted a 3 week contextual research study on the Air Miles Mobile App using instant messaging platforms to discover meaningful insights
- Prototyped a new customer engagement digital experience and performed in-person usability testing on navigation and content organization
- Designed microinteractions for the Air Miles pattern library to be reused in future designs to increase speed and productivity of designing
- Presented and received 1st place on a business case study about subscription boxes to the LoyaltyOne executive team

Web Developer Intern | [Firmwater Inc.](#) Sept '16-Dec '16

- Implemented new features and pages in the learning management system
- Responded to client complaints and fixed problems within the system, debugging and maintaining code

Education

University of Waterloo

Sept 2015-Present

BASc. Systems Design Engineering
with Honours and
Cognitive Science Minor

Skills

Design Toolbox

Figma • Sketch • Principle • Zeplin
Illustrator • Photoshop
InVision • Marvel • AxureRP
User Research
Human-Centred Design

Other Useful Tools

Front-End Development (HTML, CSS, JS)
Version Control (Github, Abstract)
Planning (Trello, Quip, JIRA)
Programming (Java, SQL, Python)

Projects

The Post Cajon

- Prototyped an improved version of the cajon instrument using the google design sprint process

Tribel: Music Collaboration

- Designed an iOS music collaboration experience focusing on community and education

Pocket Zookeeper

- Created an app concept where zoo visitors can track their trip and interact with the exhibits

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