

# Hayes Lee

Designer | Researcher | Storyteller

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## Experience

**Founding Designer | Manorlead** Jul '20-Present

- Designing a real-estate-focused desktop and mobile experience for consumers including dashboards, maps and listing pages, and more
- Creating a style guide for design consistency and handoff to engineers

**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
- Provided 3 recommendations for future design considerations based on research findings to stakeholders

**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

## Education

**University of Waterloo**  
Sept 2015 - April 2020

BASc. **Systems Design Engineering**  
with Honours &  
Cognitive Science Minor

## Skills

### Design Toolbox

Figma • Sketch • Principle • Zeplin  
Illustrator • Photoshop • Adobe XD  
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

### #CareforCorals

- Created a mobile app concept and campaign for The Ocean Agency and was a top 10 finalist in the Adobe Creative Jam Competition

[Read more @ hayeslee.com](http://www.hayeslee.com)