

Albert Lee

Global Multimedia UX Specialist



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Profile

As a kid, I was always curious about how things worked. In the last year of university, I learned to use that curiosity to build positive user experiences by understanding people's needs and motivations. Now I am excited to combine my two passions; technology and exploration, to create powerful and intuitive experiences.

Tools



Figma



Adobe XD



Illustrator



Photoshop



Premiere



Lightroom



Blender



InVision



Marvel App

Experience

Global Multimedia UX Specialist | Appnovation Technologies

Jan 2022-Jun 2023

- Built the website design system and led brand guideline refresh to better fit new brand direction and ensure consistency
- Created wireframes iterations and prototyped special features for website
- Completed A/B testing multimedia content such as white-papers, videos, event assets and website pages to optimize lead generation

Marketing Specialists | LifePlan Investments

Jan 2020 - Apr 2020

- Ideated, developed and executed marketing campaigns
- Launched comprehensive rebranding strategy
- Coordinated cross department efforts for digital product launch

Brand Developer | Waterloo Co-operative Residence Inc.

Nov 2018 - April 2019

- Cultivated a new branding strategy and enhanced brand recognition with a revised brand style guide
- Expanded brand presence and community involvement
- Planned merchandise production to align with new branding

Graphic Designer & Assistant Event Planner | Federations of Chinese Canadians in Markham

May 2017 - Aug 2018

- Coordinated with government, sponsors and stakeholders to plan for events
- Produced marketing materials to promote events, sponsors and community partners
- Lead a group to complete tasks that ensure the events went smoothly

Education

BrainStation | User Experience Design Diploma

Jan 2021 - Apr 2021

University of Waterloo | Bachelor Global Business & Digital Arts

Graduated with Honours and a Certificate in Global Experience

Sep 2015 - Oct 2019

City University of Hong Kong | College of Business Exchange

Jan 2018 - May 2018

Projects

Fresh Ideas | Product Designer & UX Designer

Feb 2021 - Mar 2021

Designed a hi-fidelity backend software using the understanding of our user's needs to meet brief requirements and behaviours to find inspiration to expedite the ideation process for recipe developers at HelloFresh.

Cityzen | Product Designer & UX Designer

Sept 2018 - Dec 2018

My user research data discovered citizens' lack of motivation to be involved with policy change decisions. Using user centric design we designed an app that uses AI technology and personalization to highlight relevant policy discussions to users to reduce information overload and increase interests in policy changes.