



KEVIN LEE

A UX/UI Designer with an obsession for data-driven design

Contact | www.KevinHLee.com
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EXPERIENCE

Senior Designer

Apple | March 2021-Present
Los Angeles, CA

- Led and managed design choices for AI/ML internal and external research posts on machinelearning.apple.com
- Collaborate and communicate with project managers, developers and other designers to make sure everyone is on the loop on designs
- Create low/high fidelity wireframes and prototypes via Sketch
- Design keynote presentations for Apple Chief of Staff and Apple External Conferences for AI/ML
- Integrate motion design into websites and coded HTML/CSS monthly newsletter email templates
- Design responsive design for desktop, tablet and mobile devices
- Develop design style guide for all internal AI/ML internal websites with typography, color, elements, etc.
- Conduct user interviews to understand user painpoints and followed up for user testing to make sure we solved the problem

Senior Interaction Designer

Walt Disney Company | December 2019-March 2021
Burbank, CA

- Collaborate with a product team to deliver new features and design updates for internal products for employees under human resources
- Design quickly and effectively during sprints
- Create low/high fidelity wireframes and prototypes via Sketch and Invision
- Communicate with the UX research team and conduct user interviews with internal Disney users to understand painpoints
- Designed necessary updates and changes using Wordpress SEO
- Collaborate and communicate with front and back end developers to guarantee that designs are correctly executed
- Led and managed design choices for products like Walt Disney's Diversity and Inclusion and internal Inside Disney segments

UX/UI Designer

Walt Disney Studios | June 2019-December 2019
Glendale, CA

- Created and designed a new design library system including design languages/patterns via Sketch and Adobe Illustrator
- Collaborated with a UX and full Scrum team to deliver new features to complete the build for music business internal applications
- Created Low/High Fidelity wireframes and prototypes via Sketch and Invision
- Communicated and did user interviews with the different music business users/departments to understand requirements for applications
- Designed quickly and effectively during sprints
- Collaborated and communicated with front and back end developers to guarantee that designs are correctly executed

UX/UI Designer

RxMx | December 2018-June 2019
New York, NY | Los Angeles, CA

- Analyzed current worldwide applications across iOS, Android and Web
- Developed proposals for basic user testing to developers and work with information or insights available
- Developed Low/High-Fidelity wireframes and mockups on Adobe XD to stakeholders, product managers and full stack developers
- Developed design assets that is utilized in different internal/external medical applications across different countries
- Defined specifications for visual implementation of the designs, working closely with software engineers to ensure specifications are met.
- Designed user interfaces and interaction design specifications using participatory and iterative design techniques including stakeholder interviews, usability testing, and other forms of discovery
- Collaborated with product managers and client services/account management to understand client needs

Digital UX/UI Designer

Iconic Industry | July 2017-December 2018
San Diego, CA

- Redesigned company website and e-commerce landing/web pages with competitive analysis and wireframes on Adobe XD and Sketch
- Collaborated with the design team to create high performing creative materials for mobile and desktop placement ads
- Analyzed metrics for ads and improved future ads/banners
- Edited and created videos for social media advertisements and for e-commerce landing/web pages
- Created banners and image/video social media advertisements through Adobe Photoshop, Illustrator and Final Cut Pro

EDUCATION

Bachelors of Fine Arts, Emphasis in Graphic Design
San Diego State University
2014–2018

SKILLS

Proficiency in Sketch, Invision, Wordpress, Adobe XD, InDesign, Illustrator, Photoshop, Dreamweaver, After Effects, Lightroom, Microsoft Word, Excel, Powerpoint, Final Cut Pro, User Survey, User Interview, User Research and Prototyping

Skilled in Digital, Print and Packaging Graphic Design, Motion Graphics, Videography, Photography, Typography, Design Layout, Social Media Engagement, HTML and CSS.

COMMUNITY

American Institute of Graphic Arts - SDSU

Communication Lead and Historian

Aztec Music Group

Director of Graphic Design Branding

The Design Kids

San Diego Co-host

Build to Last Group Exhibition Art Show -

Everrett Gee Jackson Art Gallery

Photography work displayed in art show

Adobe Live Participant hosted by Behance

Demonstrated Adobe XD in a live 3-day series online in San Francisco and New York

Adobe Live Host

Hosted well-known UX/UI Designers and the 2018 Adobe Creative Resident in a live 3-day series online in San Francisco

You Are Here Art Show - San Diego Central Library

Designed title wall for art show and postcard design