RANI LEE
Product Designer

ranilee.me
linkedin.com/in/rani-lee/
ranileedesign@gmail.com
Toronto, ON, Canada

01. EXPERIENCE

Product Designer · Y Media Labs
SEP 2020 - PRESENT, SAN FRANCISCO, CALIFORNIA

- An iterative design process used to solve a functional problem with a formal solution for clients

- Responsible for the design and development of consumer products. Duties of this position include improving existing product designs and analyzing working concepts launched by competitors of similar products to match quality and performance

UX/UI Designer · Yuhu
SEP 2019 - SEP 2020, TORONTO (Contract)

- Responsibilities included UX design, UI Design, Marketing collateral design, Product Information Architecture, Illustrations

- Increased sign up rate by 25% by redesigning onboarding flow for the mobile app used by maintenance staff

Digital, UI Designer · IOBionics
JUN 2018 - FEB 2019, TORONTO

- Successfully designed and launched the marketing website for the company by designing desktop and mobile screens

- Additional responsibilities included designing marketing collateral, promotional and brand assets

02. EDUCATION

Georgia Institute of Technology
MAR 2021 - PRESENT

- Professional Certificate, Human Computer Interaction

CAL ART: California Institute of the Arts
ISSUED SEP 2019

- Certificate, UX/UI Design Specialization

Humber College
SEP 2014 - MAY 2016, TORONTO

- Diploma, Interior Decorating

03. VOLUNTEER

Design Docent · EDIT
SEP 2017 - OCT 2017, TORONTO

- Shared knowledge of the exhibits, installations, and programming at EDIT (Expo for Design, Innovation and Technology) to guests

- Facilitated participatory exhibits and discussion among guests

Artist Assistant · Philip Beesley
AUG 2016 - FEB 2017, TORONTO

- As an interdisciplinary design firm, Philip Beesley Studio works in experimental interactive installation and design projects

- Supported art installation for New Blanche 2016, Toronto and an exhibition at Vitra Design Museum 2017, Germany

04. SKILLS

Design & Research

User Flows · Concept Sketches · Journey Mapping · Illustration & UI Graphics · Wireframes & Mockups · System Design · Prototyping · Style Guide & Library · Components · Motion Design · Content Analysis · Interaction Flow · 3D Design · Research · UX Design · Design Strategy · Photography · User Interview & Serveys · Create Persona · Redlines · Usability & Concept Testing · Information Architecture

Tools

Figma · Sketch · Invision · Protopie · Flinto · Adobe Illustration · After Effect · Photoshop · Framer · Lightroom · XD · InDesign · Keynote · AutoCAD