



SHARON LEE

Product and User Experience Designer

CONTACT



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sharonlee.us



(661) 714-7697

I am a visual thinker with a passion for designing relationships. I believe that a design should be considerate of its audience, thorough in its thinking, and engaging in its execution. Having worked in various roles in marketing, mobile design, content strategy, and user experience, I have developed an interdisciplinary skillset and bring strong problem-solving capabilities and cultural thoughtfulness to the table.

CAPABILITIES / SKILLS



Adobe Creative Suite

Advanced knowledge of Illustrator, Photoshop, and Lightroom.



Sketch and Invision

Strong familiarity with wireframing and prototyping tools, particularly Sketch and InVision.



Brand Strategy and Thinking

Strong experience and education in brand positioning and identity design.



Audience Research

200+ audience interviews performed.

EDUCATION

2018

Stanford University

B.S. in the Program of Science, Technology, and Society (Communications and Media Track)

GPA 3.67

Dedicated studies in Human-Computer Interaction with a focus in UX / UI. Interested in how technologies affect and change social behavior and decision-making.

2017 Stanford in New York: Finance and Media Participant. Chosen from 300 applicants.

2015 Arts Intensive Participant in the Art of Product Branding with Peggy Burke from 1185 Design Agency

2014

2014

Art Center College of Design, Saturday High

Advanced coursework for high school students hosted by Art Center College of Design.

Advanced achievement in Advertising, Graphic Design, Art of the Poster, Digital Design, Film, Letterpress Printing, Figure Drawing, Surrealism Pen and Ink

2010

EXPERIENCE

2018

KPCB Product Design Fellow

Helix DNA

Kleiner Perkins Caufield & Byers Design Fellow with Helix DNA. Led product design on concepts for a Helix API and helped organize the Helix marketplace with a standardized digital display.

2017

Strategy Intern

Stink Studios, New York

Recognized as one of the 10 Best Agencies in New York City by Awwwards. Research and brand understanding for strategizing companies such as Google, Coty Partners, and Planned Parenthood.

2017

UX Design Intern

Stanford University

Audience research and UX/UI design for Stanford's API web services and partners. Collaboration with Stanford's ServiceNow to improve usability and behavioral familiarity.

2016

UX Design Intern

Investnet-Yodlee

Assisted in usability testing and UI design sprints to research, improve, and advance Investnet-Yodlee's fin-tech initiative.