

# ANN LEI

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## PROJECTS

### **Design Lead | Circle** Apr 2021-Aug 2021

*A multi-modal service aimed at influencing purchasing behaviors on electronic devices.*

Conducted 18 semi-structured interviews with experts and target-users. Coded, analyzed, and derived secondary and primary research data into actionable insights to guide ongoing design direction. Led and developed accessible visual design that supported user-centered design.

### **UX Designer, Design Lead | codeFair** Jan 2021-Mar 2021

*A web-based platform that incentivizes developers to provide timely support for end users.*

Led and coordinated three core tasks with low-fidelity prototype for usability testing. Collaborated with engineer and business teams to build platform. Built a responsive website prototype in Figma that accelerated wireframe development and design iteration.

### **Visual Designer, Researcher | The Bridge** Jul 2015-Jun 2016

#### **Third Prize Winner: University-wide competition**

*An interactive Augmented Reality (AR) mobile game to accelerate relationships between grandparents and grandchildren.*

Created app with Unity3D, Vuforia, and the Google Maps API. Led and designed interface including color, typography, and visual illustrations. Researched problem space and coding programs based on design needs.

## EXPERIENCE

### **Website Coordinator | University of Washington** Sep 2020-Aug 2021

Collaborated with faculty and outreach team to develop content for MHCI+D website. Built and refined 10+ web features/flows to provide more complete information. Enhanced user interface for a more user-friendly design.

### **User Experience Designer Internship | Integrity Marketing Services**

Jun 2020-Aug 2020

Led and developed user research, site maps, wireframes and prototypes across web and mobile products. Collaborated with multidisciplinary teams to define product requirements. Created designs for different screen types and media platforms and raised engagement rate on social media 67% in three months.

### **Photographer, Videographer | Freelance** 2015 Oct-Present

Collaborated with brands to create content for websites, promotions, and packages. Consulted with clients to understand photo needs and desires. Presented options based on style, occasion, and budgets of clients.

## EDUCATION

### **Human-Computer Interaction and Design | Master of HCI+D**

University of Washington  
Seattle, United States  
Sep 2020- Aug 2021

### **Visual Communication Design | Master of VCD**

Arizona State University  
Tempe, United States  
May 2018 -May 2020

### **Management Information Systems | Bachelor of Business Administration**

National Chung Hsing University  
Taichung, Taiwan  
Sep 2013-Jun 2017

## SKILLS

### **Design**

InDesign  
Illustrator  
Photoshop  
Premiere Pro  
After Effects  
Lightroom

### **Prototyping**

Adobe XD  
Figma  
Sketch  
Flinto  
Invision  
SketchUp

### **Programming**

HTML  
CSS  
Javascript  
Vegalite  
Unity3D  
D3  
C

### **Language**

English  
Chinese