

ANN LEI

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EXPERIENCE

Website Coordinator | University of Washington Sep 2020-Aug 2021

Collaborated with faculty and outreach team to develop content for UW MHCI+D website.

Built and refined 10+ web features and flows to provide more complete information based on user needs.

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, user flows, 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, Designer | Freelance 2015 Oct-Present

Ideated strategies and collaborated with brands to create media content for websites, promotions, and packages.

Presented options and competitive analysis based on industry and color study, style, occasion, and budgets of clients.

Consulted with clients to understand needs and desires.

PROJECTS

Design Lead, Project Manager | Ellipse Apr 2021-Aug 2021

A mobile application that influences sustainable purchasing behaviors on electronic devices.

Led and prototyped design responses that supported user-centered design. Coded, analyzed, and derived usability tests into actionable insights to guide ongoing design direction based on user needs.

Conducted 18 semi-structured interviews with experts and target users.

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 engineering 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.

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

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

Prototype

Figma
Sketch
Flinto
Invision
SketchUp
Adobe XD

Design

InDesign
Illustrator
Photoshop
Premiere Pro
After Effects
Lightroom

Development

HTML
CSS
Javascript
Vegalite
Unity3D
D3
C