

JAMIE LEE

UX DESIGNER

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A UX designer trained in market research, marketing and sales, my experience in both fields help me better understand consumer behaviors and translate data into stories. My passion lies in transforming insights into digital experiences that resonate and delight users.

SKILLS

HARD SKILLS

- **UX Design (Figma)**
- **User Research**
- **Market Research**
- **Data Visualization (Excel, SQL, Tableau)**

SOFT SKILLS

- **Communication:** verbal and visual communication to both technical and non-technical stakeholders
 - **Empathy:** uncovering user sentiments to create designs that address their pain points and meets expectations
 - **Project Management:** working with stakeholders to ensure a seamless project execution within timelines
 - **Client Management:** building and managing client relationships to understand their business needs
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KEY ACHIEVEMENTS

ASSOCIATE

Kantar | Jul 2021 - Jul 2023

- Cultivated and managed key client relationships, boosting client satisfaction by 30%.
 - Received recognition for outstanding analytical contributions in an internal pitch competition.
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EXPERIENCE

USER EXPERIENCE DESIGN

General Assembly | Nov 2023 - Feb 2024

[EcoQuest Mobile App \(3 weeks\)](#)

- Led comprehensive UX research (guerilla interviews) to identify consumer pain points and potential gamified app solutions.
- Developed an interactive mobile prototype, focused on the gamified learning experience for students.

Skills: Figma, Optimal Workshop, User Research, UX Design, Wireframing, Prototyping

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EXPERIENCE

USER EXPERIENCE DESIGN

General Assembly | Nov 2023 - Present

[STPI Gallery Website Redesign \(2 weeks\)](#)

- Led comprehensive UX research (guerilla interviews) to enhance the website's user experience and improve accessibility.
- Developed an interactive web prototype, focused on the event and shopping experience.

Skills: Figma, Optimal Workshop, User Research, UX Design, Wireframing, Prototyping

ASSOCIATE

Kantar | Jul 2021 - Jul 2023

- Conducted quantitative and qualitative research to develop full research reports.
- Coordinated with stakeholders for analysis, reports and client presentations to ensure accurate and timely outputs.

Skills: Market Research, Data Visualization, Communications, Project Management, Client Management

EDUCATION

USER EXPERIENCE DESIGN BOOTCAMP

General Assembly | Nov 2023 - Feb 2024

FLEXIMASTERS IN BUSINESS & FINANCIAL ANALYTICS

NTU | Feb 2023 - Aug 2023

BACHELORS OF SOCIAL SCIENCE IN ECONOMICS (HOMORS)

NTU | Aug 2017 - Jun 2021