



Cathy  
S. Lee

User Experience Designer

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Jun 2016  
to Current  
New York

## SERMO

Product Designer

- Designing doctor-facing responsive web applications in an agile environment from ideation to launch, including interaction design and visual design
- Designing our iOS app, always considering iOS human interface standards and accessibility
- Gathering insights from collected data, competitive analysis, user research, user interviews, personas and prototyping, and applying insights to tangible product improvements and new features

April 2016 to  
May 2016  
New York

## Dalberg Design Insight Group

CGAP User Experience Intern

- Created new and refined existing interaction and visual designs for World Bank division CGAP's (Consultative Group to Assist the Poor) financial inclusion resource website
- Mapped user flows and streamlined navigation
- Created clickable prototypes to improve client understanding and communication

Sept 2015  
to March 2016  
New York

## Freelance

UX Designer

May 2013  
to Aug 2015  
New York

## FaithStreet (TechStars '13)

User Happiness Designer

- Conducted initial and ongoing user research with use of personas, user interviews and feedback, product usage metrics, and work in customer service and sales in order to help create the first paid product and gain a loyal customer base
- Designed and owned product onboarding features, content and flow to maximize retention and customer satisfaction, and minimize churn
- Designed pitch deck to help raise seed round of funding, and other branded marketing materials for investors and customers
- Tested and ensured quality of all product features before deployment

## Education

### *New York University*

B.S. in Marketing, Information Systems  
Relevant coursework: Design for UNICEF,  
Typography, Design and Development of Web and  
Mobile Apps  
2013

### *DesignLab*

Interaction Design Course  
2015

## Skills

### User-centered design

- wireframing
- personas
- interviews
- surveys
- user testing
- user flows
- visual design

### Tools

- Sketch
- OmniGraffle
- Invision
- Photoshop
- Illustrator
- InDesign
- HTML
- CSS

## Interests & Activities

### Project Renewal

Coordinator for weekly game nights and other recreational activities at 3rd St. Men's Shelter since Jan 2015

### Haiti

Volunteering, visiting, and teaching photography yearly in Port-Au-Prince since 2013

### Photography

Wedding, families, portraits, travel, nonprofit