



Cathy
S. Lee

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Sept 2015
to Current
New York

Freelance

UX Designer

I've freelanced on and off since 2015, working on projects such as:

- Redesigning a visa processing company's website to improve clarity and sales
- Creating a data-focused desktop and mobile UI for a recipe sharing startup
- Working with Dalberg DIG (see below)

Jun 2016
to Apr 2017
New York

SERMO

Product Designer

SERMO is a social network for doctors. I joined as the second designer and worked on our iOS and web apps, adhering to human interface and accessibility standards. I led design (interaction and visual) on our new Drug Ratings product MVP, from user research to launching to 600k+ doctors, working closely with our product manager, management, and development team in an agile process.

April 2016 &
April 2017
New York

Dalberg Design Insight Group

CGAP User Experience Intern (Apr 2016)

Freelance Designer (Apr 2017)

Working with a team of 2 designers and 1 strategic expert, I helped create the interaction and visual design for a financial inclusion website for the World Bank's CGAP division (Consultative Group to Assist the Poor). I mapped user flows and streamlined the navigation, and created clickable prototypes to improve client understanding and communication. Later on, I worked on communication design for a HPV prevention campaign.

May 2013
to Aug 2015
New York

FaithStreet (TechStars '13)

User Happiness Designer

As employee #1 in this startup, I designed the pitch deck that raised our seed funding round and conducted ongoing user research (personas, interviews, NPS monitoring, direct feedback through customer service) to inform our first paid product and gained a customer base of 300+ churches. I owned our product onboarding process in order to maximize delight and minimize churn, creating and refining every step, from a nonprofit signing up and using the app for the first time, to them receiving their first donation report.

Jan 2013
to Mar 2015
New York

StellaService

Product Manager (part-time)

I designed new features and improving existing ones (client-facing and internal), and created their specifications. I worked with developers to clarify questions and create understanding, and monitored execution of the product development plan to ensure timely delivery. I tested developer code against specs, tracking bugs and their statuses, and signed off when a new feature was ready to be released.

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
- prototyping
- user testing
- user flows
- visual design

Tools

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

Interests & Activities

Fighting homelessness & addiction

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

Haiti development

Building economic capacity and teaching photography in Carrefour since 2013 + volunteering with New Story Charity (YC'15)

Photography

Wedding, families, portraits, travel, nonprofit

City Grace Church

Deacon since Oct 2016