



Cathy
S. Lee

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Sept 2015
to Current
New York

Freelance

UX Designer

Jun 2016
to Apr 2017
New York

SERMO

Product Designer

- Designed doctor-facing responsive web applications in an agile environment from ideation to launch, including interaction design and visual design
- Designed the iOS app, adhered to iOS human interface and accessibility standards
- Led design on Drug Ratings product MVP, created and tested prototypes, launched to 600k+ doctor community
- 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

Freelance Designer (Apr 2017 to present)

- 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

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 initial customer base of 300+ churches
- 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
- 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

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

Photography

Wedding, families, portraits, travel, nonprofit

City Grace Church

Deacon since Oct 2016