



Harry Lee



LINKEDIN WWW.LINKEDIN.COM/IN/HARRYKLEE
 WEBSITE WWW.DESIGNBYHL.COM 046 882 5540
 CONTACT LEEHANDRY70@GMAIL.COM
 LOCATION MELBOURNE VIC

I'm a UX Designer with a strong background in Motion and Visual Design. I'm passionate about understanding how consumers interact with a product and how to create the most effective communication. I believe even the smallest details are essential because they are the key to taking your design from just acceptable to exceptional.

I have been working at Oxford University Press for the past 6 years delivering digital solutions on their adaptive learning platform, Oxford Digital. Oxford Digital is a leader in educational technology providing innovative digital resources that empower educators and enhance student learning. My day-to-day roles involve gathering requirements from stakeholders and producing wireframes to high-fidelity prototypes based on our corporate style guide and design system. In addition, it also involves collaborating with developers and stakeholders to ensure requirements and business goals are reached with user-centric in mind.

From my various roles as well as previous experience, I have acquired considerable skills in creating user-centred designs across different media from digital to print. In addition to this, my background and knowledge in motion design also give me an advantage in developing eye-catching interactive marketing materials.

SKILLS



END-TO-END USER EXPERIENCE DESIGN PROCESS

I have deep knowledge throughout the design process, from conducting user research, and creating user flows & wireframes to building user interface mockups & prototypes.

ACCESSIBILITY

I approach all projects with an accessibility-first mindset to benefit all users.

MOTION GRAPHICS

I have strong knowledge of animation and I believe that adding even the smallest touch of functional animation will help users orient themselves better to the interface, find their way around or establish visual relationships

TECHNICAL SKILLS

I have good understanding of front-end development languages such as Html & CSS.

LANGUAGE

English / Mandarin

SOFTWARES



UI/UX



Figma



Adobe XD



Sketch



Jira



Miro

DESIGN



Photoshop



Illustrator



InDesign

MOTION GRAPHICS



After Effects



Premiere Pro



Audition

EXPERIENCE

NOV 2018
TO PRESENT

UX/UI DESIGNER OXFORD UNIVERSITY PRESS (MELBOURNE, AU)

Oxford University Press is a leading academic publisher that delivers high-quality educational and scholarly resources. The company is transitioning to digital and requires a key player to support its ongoing development for the platform, Oxford Digital. Oxford Digital provides comprehensive online resources designed to support teaching, learning and research. Throughout my 6 years in OUP, I've worked closely with stakeholders and developers on numerous projects on improving the platform.

My roles and responsibilities include:

- Conducting research and requirements gathering from stakeholders.
- Organising and structuring content so users can easily find what they are looking for.
- Collaborating with the development team to ensure design feasibility and clarify any technical constraints.
- Creating wireframes and high-fidelity prototypes using Figma.
- Building the OUP design system in Figma and updating it to maintain consistency across the product.
- Conducting user testing sessions to gather insights and evaluate accessibility.

Awards received:

- 2024 Employee of the Quarter
- 2022 Innovation of the year
- 2021 Employee of the Quarter

APR 2016
TO OCT 2018

UX DESIGNER RHIFE (MELBOURNE, AU)

rhife Solutions specialises in delivering business solutions through providing consultation, project support and packaged services. The teams at Rhife focus on user experience by simplifying the complexity of modern technology and delivering digital workplace solutions to maximize employee agility, productivity, and engagement.

- Wireframe to high fidelity concept creation aligning with client's requirements.
- Collaborating with the development team to ensure requirements and business goals are reached with user-centric in mind.
- Building and delivering Sharepoint and LiveTiles solutions to clients with various industries.

OCT 2015
TO DEC 2015

UX DESIGNER OURSAY (MELBOURNE, AU)

OurSay is a social enterprise established in August 2010. It is an online digital platform designed to connect local councils to their constituents allowing questions to be asked and ideas to be shared around issues that the council is currently looking to solve. OurSay approached us intending to attract more potential clients by updating their current homepage. During our first phase of research, the interviews we conducted with stakeholders & clients revealed the low lead generation through OurSay website can be solved by making the website more intuitive & accessible to their potential clients. Throughout the project, my role includes:

- Design questionnaires and conduct stakeholder & client interviews to gain a better understanding of OurSay's business goal and the client's needs & wants.
- Analyse & synthesise findings from user research to create sale & user journey maps.
- Redesign the site map and user interface for a better navigable experience in finding what OurSay provides and increase lead generation.
- Wireframe ideation and high-fidelity prototype creation using Axure RP.
- Conduct usability tests and make design iterations to prototype based on feedback.

OCT 2013
TO PRESENT

SELF EMPLOYED
FREELANCE (AUCKLAND, NZ)

I have experience working on numerous contract and freelance projects designing and developing brand collateral and animated explainer videos. Clients include:

- **Retail Management Group Ltd**
Design and create brochures, packaging, and flyers for brands including Ecoya, Olive & Tebe.
- **Green Cross Health**
Draft and create a storyboard according to the given script. Design and animate graphic assets to create an explainer video with voice-over.
- **Colmar Brunton**
Design and create recruitment video from storyboarding to execution.

OCT 2011
TO DEC 2014

MULTIMEDIA & DIGITAL DESIGNER
COLMAR BRUNTON (AUCKLAND, NZ)

New Zealand born, Colmar Brunton has operated for 30 years to become the most trusted and respected market research company in New Zealand that specialises in areas of qualitative, quantitative, social, youth, and sensory, offering a wide variety of online research both locally and internationally. In 2005, Colmar Brunton became a member of the global Millward Brown research network.

- Create & develop brand identity collateral
- Manage the full spectrum of video production from voice-over to filming and editing to publishing.
- Design survey interface & interaction to increase incidence rate and better experience.
- Design narrative and create presentation of data in graphical or animated format.
- Awarded Valuable Employee Of The Year.

MAY 2011
TO OCT 2011

DESIGNER / ASSISTANT
TOPIC CAMERA RENTALS (AUCKLAND, NZ)

Topic Camera Rentals is an Auckland-based boutique Rental House, focused on delivering professional services to photographers and film & television production companies, as well as enthusiasts.

- Video production & editing
- Gear & Website maintenance
- Product photography
- Communication & marketing
- Admin support

EDUCATION

DEC 2010

AUCKLAND UNIVERSITY OF TECHNOLOGY (AUCKLAND, NZ)

- BACHELOR OF DIGITAL DESIGN
- DIPLOMA IN GRAPHICS COMMUNICATION