Jayson Lee

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Methods: User flows, wireframing, prototyping, UI and brand guidelines, developer handoff, user interviews, stakeholder workshops, usability testing, A/B testing
Tools: Figma, Adobe Suite (Photoshop, Lightroom, After Effects, InDesign, Illustrator), Final Cut Pro, DaVinci Resolve, Microsoft 365
Code: Java, Python, Processing

Education

Simon Fraser University, BSc Interactive Arts and Technology — Sep 2023–2027

Concentration: Designing Interactions & Creative Media

Relevant Coursework: Human-Computer Interaction, Interaction Design Methods, Interface Design, Information Design, Writing Methods for Research, Design Communication and Collaboration, Visual Communication Design, Design Evaluation

Experience

Appnovation, *Vancouver*

Marketing and Design Coordinator Co-op — Jan 2026–Aug 2026

- Built a repeatable four-asset layout format (banner, thumbnail, two-column module, page break) applied across five website case studies, keeping visual treatment consistent as new studies were published.
- Owned end-to-end production of three client marketing videos in After Effects and Figma, carrying each from brief through storyboard, draft, and final cut across multiple rounds of PM and client review; shipped English and French versions of a product demo.
- Produced a three-video client series under a compressed earnings-announcement deadline using AI tooling (Claude, ElevenLabs), consolidating multiple contributors' drafts and finalizing every deliverable for client handoff.

Axis Consulting, *Burnaby*

Director of Design — Jun 2025–Jun 2026

- Built a Figma plugin (TypeScript, AI-assisted) that generated 30+ role-coded name tags with LinkedIn QR codes from the registration spreadsheet, replacing a manual process planned for five coordinators.
- Led art direction and a team of five design coordinators for Revolve, a consulting conference connecting ~40 students with 30+ industry professionals, across slides, social, signage and print.
- Designed social graphics, event decks and report layouts across five consulting reports and three industry strategy reports, keeping visuals consistent across a multi-contributor team.

Enactus SFU, *Burnaby*

UX/UI Design Coordinator — Sep 2023–Apr 2024

- Created UX specifications, including user flows, wireframes and interactive Figma prototypes for the companion app of a water quality testing device.
- Developed brand and UI guidelines for the project's website.
- Collaborated with web developers to hand off designs, clarify interaction behaviours and iterate on implementation.

Project Work

Uber Eats vs. DoorDash Usability Study, *Vancouver*

UX Researcher (Facilitator) — Oct 2026

- Designed and ran a controlled within-subjects study comparing five common tasks on both websites, counterbalancing site order and standardizing session conditions.
- Measured task time, errors, SEQ, SUS and an adapted NASA-TLX; analyzed completion times with paired-samples t-tests.
- Traced the one significant difference to filter wording ("Under 30 min" vs "Fastest") and recommended criteria-based filter labels.

Token Studios Inc., *Vancouver*

UX Researcher — Jan 2025–Apr 2025

- Reached out and secured Token Studios Inc., a Vancouver-based designer toy retailer, as a client.
- Conducted two user interviews and two on-site visits to understand customer motivations and pain points.
- Facilitated two workshops with stakeholders (customers, owner, marketing director, employees) to surface goals, frustrations, and opportunities for improving the in-store and brand experience.
- Synthesized interview, site-visit, and workshop findings into two design directions for the in-store and brand experience, presented to the owner.