

# Frederick Lee

## UX/UI Designer

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### EXPERIENCE

#### Visual Interaction Designer

U.S. Bank, New York, NY  
October 2021 – Present

#### Senior UX/UI Designer

Digital Pulp, New York, NY  
July 2018 – October 2021

- Responsible for leading UX/UI of the projects from beginning to delivering the final products to clients.
- Design process varies based on the projects, but usually includes user interview, user journey, sitemap & wireframe, visual design, client & developer guideline, quality assurance testing, user testing, and maintenance.
- Clients include Rutgers University, Paychex, NYU, Georgetown University, Monroe College, Jones Graduate School of Business, Monday Campaigns, and so on.

#### UX/UI Designer

Ideas on Purpose, New York, NY  
July 2015 – March 2018

- Responsible for UX/UI projects as well as print & branding for 20+ clients with various collaboration experiences with project managers, creative writers, strategists, marketing team, and other designers.
- Clients include Pfizer, Stanley Black & Decker, IQVIA, Hubbell, TB Alliance, United Technologies, and so on.

#### Internship

AI Dia News Media, Philadelphia, PA  
May 2014 – July 2014

Responsible for designing AI Dia News Media's daily online and paper news as well as commercials and branding works.

### RECOGNITION

#### iNova Awards

Silver Prize  
Best of Show

#### Web Award

Standard of Excellence WebAward

#### American Web Design Awards

Gold Prize

#### ARC Awards International

Gold Prize

#### 2014 & 2015 Adobe Design Achievement Awards

Semifinalist, Hangul is:  
Semifinalist, Claire Typeface

#### Kano Typeface on 20+ Famous Design Blogs

Top 50 Best Free Fonts

### EDUCATION

#### BFA, Graphic Design

The University of the Arts  
January 2013 – May 2015

Majored in Illustration, 2011 – 2012