



# BRIAN LEE

## Graphic and UI/UX Designer

### CONTACT

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(123) 456-7890 

Ada, MI 

[LinkedIn](#) 

### EDUCATION

Bachelor of Fine Arts  
Art & Design  
University of Michigan  
2017 - 2021  
Ann Arbor, MI

### SKILLS

Adobe XD  
Sketch App  
Figma  
InVision Studio  
Axure RP  
Webflow Designer  
Marvel Design Tool  
Canva  
Zeplin Export  
Principle

### WORK EXPERIENCE

#### Graphic and UI/UX Designer

Amway

2024 - current / Ada, MI

- Revamped the company's website in Adobe XD, leading to a 27% uptick in user engagement within one quarter.
- Introduced a dark mode UI for a mobile application using the Sketch App, **boosting user retention by 8.3%**.
- Designed 6 user-friendly UI components with the help of Figma for disabled visitors, gaining high-level ADA compliance.
- Created 21 prototypes in InVision Studio for A/B testing, doubling monthly traffic on multiple landing pages, compared to past web metrics.

#### Visual Design Assistant

SiriusXM

2022 - 2024 / Ann Arbor, MI

- **Assisted senior designers** in a visual refresh project for SiriusXM's website, shortening its load time by 0.8 seconds.
- Exported designs using Zeplin Export to help the engineering team optimize the firm's official iOS app, contributing to a 24% rise in monthly user count.
- Organized a celebrity-hosted promo campaign, resulting in a record-breaking 1.1M+ viewers in its first week.
- Drafted weekly marketing banners for in-demand streaming services on Canva, growing click-through rates by 6.2%.

#### Graphic Design Intern

Rehmann

2021 - 2022 / Ann Arbor, MI

- Took part in a UI update project, simplifying navigation and **raising active user metrics by 22%**.
- Constructed interactive user journeys in Principle, lowering user testing iterations required for new designs by 13%.
- Crafted 18 firm-wide branding assets using Webflow, maintaining brand consistency across various social media platforms.
- Developed 4 data visualization dashboard prototypes with Marvel, improving investment trend presentations.