

Geraldine Lee

Product Designer/UX Architect

You can find me at

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I graduated with

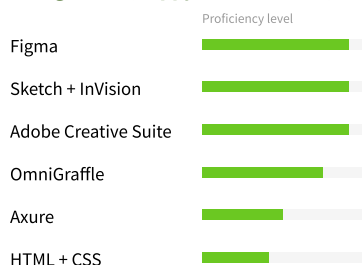
BA(Hons) Graphics & Media
London College of Printing & Distributive Trades

Diploma in Graphic Design
Lasalle-SIA Singapore

I have experience in

UX Strategy | UX + UI | Usability
and Accessibility | User Testing,
Interaction Design | Prototyping |
Illustration | Branding

I am good at (happy to learn more)



I read and write

English | Mandarin | Cantonese

I am certified as

Lego Serious Play Facilitator
First Aider

You might like to know

Awarded 2 years Scholarship at
Lasalle-SIA

Represented Singapore with 5
other designers at IDEAS'94
Design Conference in Australia

I always enjoy

Baking | Reading | Exercising |
Travelling

Currently reading '*Algorithms to
Live By: The Computer Science
of Human Decisions*' and '*The
Gene: An Intimate History*'



NOW

Lead Product Designer (GSK – AI/ML Team)

Work directly with Product Managers/Directors to develop user friendly products for the drug discovery and target triaging pipeline. My role includes UX strategy, facilitating Design workshops, Prototyping, User testing and implementation. My week involves stakeholders meeting, user testing, analysing insights and scoping the project with front-end Engineers and AI Engineers. I also interact with Data Scientists to better understand Data Strategy to Data Visualisations.

I am also taking time to learn more about Biology and Algorithms to help me create products that are tangible and meaningful for the users in a complex and specialised space.

April 2017 – Feb 2020

Senior Architect / Experience Designer (RS Components)

Worked closely with the UX Manager and a team of researchers, conducted user testing, prototype design and implementation. I have translated English script into Chinese, conducted moderated testing for our China projects. I also crafted and facilitated 'Lego Serious Play' workshops for the C-Suite on their vision strategy as well as team building workshops for the wider business.

Sep 2016 – Mar 2017

Senior Experience Designer (WilsonFletcher)

Conducted user research + testing for the NHS Identity project. The goal was to help NHS bring forward their online services giving users access to their medical records digitally. Co-ran stakeholder workshops and led design for other design projects. Also launched the new Good Food Guide (Waitrose).

2011 – Aug 2016

Senior UX / Digital Designer (Ocado)

I was managing a small Creative team. Worked closely with Head of Marketing to create a seamless experience for Ocado multiple shopping sites. I liaised with external agencies and co-created product identities to launch 'Fetch', 'Sizzle' and 'Fable' websites. I also created a photography guidelines for suppliers, art directed the photo shoot with a freelance photographer plus overseeing other design projects.

2004 – Aug 2011

Freelance Designer (Viadynamics plus various London agencies)

Conceptualisation to pitches for new initiatives and worked on brands such as Unilever, GSK, SAB Miller, Ford, Surf, Tunstall, Singapore Airlines, etc.

2001 – 2004

Senior Interactive Designer (BamberForsyth:Fitch)

Lead designer for Fortnum & Mason and Harvey Nichols eCommerce platform. Worked on other brands such as F1, RNLi, HSBC, Hit Entertainment, Reckitt Benckiser, Prudential, etc.

Part-time Volunteer at Oakleigh Park Special Needs School

Part-time volunteer once a week, wanted to explore more on Art Therapy with children. During that time, I also completed a short course in Art Therapy at City & Guild University.

1999 – 2001

Middleweight Interactive Designer (Agency.com)

Clients include British Airways, Colgate, Reuters and One2One.

1998 – 1999

Part-time Lecturer at Lasalle-SIA Singapore

1996 – 1998

Multimedia Producer at FXMedia Singapore