

jessica lee



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jessleedesign.com

Experience

Digital Marketing / UX Designer - Zaneen Group Inc.

Toronto - Sep 2021 - Current

- Build and implement practical digital marketing strategies for company growth and brand visibility
- Create and continue building out Company brand styling
- Analyse digital campaigns and website performance results and report on KPI's to help Management team determine ways of improvements for future investments
- Generate and execute ideas to improve the user experience (UX) with the internal team of Communications, Graphics, and Programming

Oversees the planning, development and execution of marketing and advertising initiatives

Chief Marketing Officer - Brimley and Company

Toronto - Apr 2020 - Jan 2023

- Translates client business requirements, user needs, and technical requirements into designs that are visually enticing, easy to use, and emotionally engaging
- Participates in product development and growth, and leads on packaging design while consulting with the team and determining visual design preferences and expectations
- Generates revenue by increasing sales through successful marketing for the entire organisation, using market research, product marketing, marketing communications, advertising and public relations
- Oversees the planning, development and execution of marketing and advertising initiatives

Industrial Design Intern - Teknion

Toronto - May 2019 - May 2020

- Assisted designers with ideation using soft and digital 3D modelling, prototype building, rendering, concept communication, stage gate review presentations and product application studies
- Contributed to Design Research with trend discovery, competitive design, and user discovery. Also compiled findings, synthesised and presented to the architecture & design community
- Worked on projects that provided exposure and team based interaction with disciplines including Product Managers, Design Engineers and Manufacturing Engineers

Design Intern - Venn HK

Hong Kong - May - Aug 2017

- Designed and created prototypes to showcase in-house machining capabilities to potential clients such as Apple Inc, Bose, and Magic Leap
- Collaborated and conducted research with lab technicians and designers to create phone cases using new recyclable materials
- Organised and created new entries to the in-house material library

Skills

Adobe Suite: Photoshop, Illustrator, Lightroom, Premier Pro, InDesign

3D Modelling: SolidWorks, Fusion 360, KeyShot, Rhino

UI/UX: Figma, Adobe XD

Education

Bachelors of Industrial Design (BID) - June 2021 Carleton University

GPA: 3.9, Dean's Honours List (2016 - 2021)

Relevant Coursework: Human Factors, Mass Production, Sensory Aspects of Design, Colour Theory