

Darren Lee

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ABOUT

Multidisciplinary graphic designer of 6 years creating design assets and digital experiences for clients ranging from Fortune 500 companies like Comcast and CVS to early-stage startups. I craft visuals across digital, web, print, photo, and video that engage audiences, elevate brand campaigns, and communicate ideas effectively.

WORK EXPERIENCE

Freelance

Web & Graphic Designer

Remote

Jun 2020 – Present

- Developed Lucea Health's debut website, ensuring layout clarity, brand consistency, and smooth interactions.
- Built launch site for YRB hard seltzer, translating UI mockups to web and designing additional pages from scratch.
- Rebranded 90 webpages for Milliken, unifying design across multi-industry products and capabilities.
- Spearheaded launch site for Lisa of BLACKPINK, driving 300K+ views and 2M Instagram followers in one week.
- Crafted landing page for HomeCourt Teams, securing adoption by NBA teams including the Clippers & 76ers.
- Conceptualized and created website, brand identity, and photo/video from scratch for cannabis startup launch.

Coo

New York, NY

Founding UI/UX Designer

Mar 2024 – Feb 2025

- Designed and launched end-to-end mobile app UI/UX design for a secondhand clothes marketplace, achieving 100+ monthly active users and 200+ listings on iOS in the first month.
- Facilitated iterative design sessions with developers and founders, balancing user experience improvements with MVP delivery constraints.
- Built brand identity from ground up, establishing logo, typography, and comprehensive visual language.

Prophet

New York, NY

Digital Product Designer

Sep 2021 – Apr 2023

- Delivered comprehensive UI/UX solutions (wireframes, prototypes, user flows, competitive audits) for 8 high-profile clients including Comcast, ZipRecruiter, and CVS, partnering with cross-functional teams to drive product strategy.
- Led prototype design from concept to MVP for a network optimization tool, conducting 20+ user interviews and executing 3 rounds of wireframe testing to refine the experience.
- Directed customer journey analysis and transformation of client's loyalty program by developing prototypes to showcase enhanced experience flows.

Wunderkind

New York, NY

Design Associate (Co-op)

Jan 2020 – Apr 2020

- Built responsive web components for e-commerce clients including Uniqlo, Samsonite, and Kate Spade using proprietary design tools.
- Honed performance of web flows through A/B testing that improved user experience and conversion metrics.

Beckon Ice Cream

Boston, MA

Graphic Design & Marketing Associate (Co-op)

Jan 2019 – May 2019

- Developed and deployed content (graphic / photo / video) for social media, email, and paid ad campaigns.
- Tracked and analyzed social media performance to optimize paid and organic promotions.
- Contributed to website rebrand planning and drove execution with third party web developer.

EDUCATION

Northeastern University

Boston, MA

Bachelor of Business Administration

2017-2021

Major in Marketing and Design; Minor in Computer Science

SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, inDesign, Lightroom, Premiere Pro, After Effects, XD), Figma, Framer, Squarespace, Wix, Shopify, HTML, CSS, Sketch, Canva, Miro, Final Cut Pro, Logic Pro, Microsoft Office