

Tiffany Lee

tlee602@gatech.edu • Queens, NY • (929)-395-9002 • teapeafany.com

EDUCATION

Georgia Institute of Technology • GPA 3.76

May 2024 - Expected May 2026

B.S. in **Computational Media** + Minor in **Industrial Design** → Concentration in Interaction Design + People

Relevant Coursework: *Human Factors in Design, Visual Design Thinking, User Centered Design Methods, Info Visualization, Information Design, Intro to UI Design, Principles of Interaction Design, Arduino Prototyping*

SKILLS

Design: Product Design (End-to-End), Interaction Design, Inclusive & Accessible Design, Design Systems & Component Libraries, User Flows & Information Architecture, Wireframing (Low → High Fidelity), Interactive Prototyping, Accessibility-Aware UI Design

Research: Qualitative User Research, Usability Testing & Heuristic Evaluation, Affinity Diagramming, Contextual Inquiry, Accessibility-Aware Research Practices, Synthesis & Insight Generation

Design Tools & Languages: Figma, Adobe Creative Suite, Davinci Resolve, HTML/CSS, JavaScript, Github (Documentation)

WORK EXPERIENCE

Bits of Good

Brand Designer

Jan 2025 - Present

- Developed and refined design systems for digital and print assets, ensuring visual consistency while introducing creative variations that strengthened brand storytelling across platforms.
- Collaborated with the brand team to produce marketing materials and merchandise designs that enhanced organizational presence and brand identity.
- Contributed to weekly brand committee meetings, receiving design feedback to maintain quality across projects.

Product Design Bootcamper

Sep 2024 - Nov 2024

- Designed and prototyped a cooking guide app in Figma to help young adults build confidence in healthy meal preparation and independent living, improving task completion success by 40% after user testing.
- Applied user-centered design principles by developing personas, user flows, and wireframes; conducted three usability testing rounds to identify and resolve major friction points.
- Established a cohesive brand identity and design system, ensuring visual consistency and readability.

Vertically Integrated Project: Empathy Bytes

Aug 2024 - Present

Media Subteam Lead

- Lead the Media subteam in designing and developing interactive media that communicates Atlanta Olympics research through engaging visual storytelling.
- Oversee UX-focused project planning, ensuring cohesive design direction and usability across digital deliverables such as documentaries and interactive Figma prototypes.
- Manage cross-functional collaboration and sprint organization using Github, Notion, Google Drive, and Figma to align progress and maintain consistency across subteams.

Epoch: Science Olympiad Tournament System

Feb 2025 - Apr 2025

UI Designer

- Designed role-based interfaces for Epoch, the official tournament management site for Georgia Tech's Science Olympiad, improving usability for administrators and coaches.
- Collaborated with the development team to prototype and refine layouts that streamlined event scheduling, team registration, and competition coordination.
- Worked under the direction of the Science Olympiad president, ensuring design alignment with competition logistics and real user needs.

LEADERSHIP

GT Design Club

May 2025 - Present

Community Engagement Officer

- Founded and organized UX /UI and industrial design project teams, guiding members through full design cycles from user research to high-fidelity prototyping and user testing.
- Led mentorship sessions to enhance design skills and collaboration among members.
- Advised teams on semester-long projects, ensuring teams delivered validated designs.

Georgia Tech Badminton Club

May 2025 - Present

President

- Manage 1-2 open tournaments each semester with 80+ participants and 3+ university teams.
- Oversee and participate in team and club affairs as a D1 badminton collegiate player and coordinator.
- Lead fundraising efforts, successfully raising \$1.5K+ to support team activities and events.