




Jean Lem

Hi! I humanise technology looking a little deeper into how people think and act. Discover and define a problem, then empathetically design the solution for people and business. I take pride in detailed work and strive to achieve a high standard in all I do. My background is UI, Digital & Web Designer.

 www.linkedin.com/in/jeanlem

Personal skills

Adaptable
Dynamic
Creativity
Intuitive
Decision making
Competent
Independent
Collaborative
Detail-oriented
Respectful
Hardworking

Experience

**2020 -
2021**
Boston

UI Designer | CVS Health

December 2020 - Present

- Designing iOS native interfaces for CVS app retail (Rx and front store) common cart and check out
- Collaborating and brainstorming among UX, content strategy and accessibility throughout design process from design strategy to design execution
- Presenting user interface concepts and designs clearly to iOS and Android product teams for implementation and ensuring UX flow for both platforms are synchronized
- Pairing and conducting QA with developers for iOS platform to ensure that design requirements are met
- Maintaining design consistency and ensuring that established Enterprise's style guidelines are followed
- Developing iOS native patterns for CVS app and contributing to Enterprise UI kit development
- Designing notification emails for order confirmation, ready for pick up, cancellation

**2016 -
2020**
New York

Digital Designer | Weight Watchers (WW)

March 2016 - May 2020

- Working closely with Global Creative Brand Director as a senior/lead designer to create intuitive, optimized, and brand-consistent experiences for responsive high profile celebrity pages, marketing recruitment pages and promotional pages
- Through user-centered design principles produced high-quality visuals — from concept, design, to execution—across digital platforms
- Collaborating with cross-functional teams including UX team, digital marketing team, content and developers to produce final designs and development specifications

Languages

English

Cantonese

Mandarin

Skills

Visual design

Art direction

Brand guidelines

Consistency & QA

Accessibility

Wireframing

Prototyping

User interviews

User flow

User journey

Persona & storyboard

Print design

Photoshop

Illustrator

Indesign

XD

After effects

Sketch

Keynote

Miro

InVision

Figma

Overflow

Agile & SAFe®

WordPress & Drupal

HTML & CSS

Experience

Cont.

- Using iconography, typography, color, photography to delight and inspire members to live healthier and happier lives in their weight loss journeys
- Prioritizing multiple projects on tight timelines through rounds of design, presentations and accompanying feedback delivering the final designs
- Responsive eCRM design and GIF animation for flash sales and promotions
- Freelancer coordination and art direction

2013 -
2016

New York

Web Designer | Weight Watchers (WW)

June 2013 - March 2016

- Visual designing for desktop and mobile pages, WW main and kitchen apps and designing eCRMs, banners, chat modal
- Creating illustrations for product logo, mobile app icon, web avatar and web content
- Creating GIF and web video animations and art direction
- Producing brochures, infographics, posters & print media for marketing purposes

2008 -
2012

New York

Print/Motion graphic designer, web designer & product photographer | NTD Television

August 2008 - August 2012

- Designing graphic elements, posters, newspaper & TV magazine ads, flyers, media kits, gift cards and powerpoint presentations for its programs and commercial clients as well as product photography
- Designing web elements and banners for its website
- Storyboarding, video directing, video editing & compositing and 2D animation for TV commercials
- Collaborating with musical engineers

Education

UX Design, Certificate
General Assembly

Criminal Justice, MA
John Jay College of Criminal
Justice

Hobbies & interests



Movies



Gaming



Traveling



Gardening



Fashion



Drawing

Highlights

Developing cart and check out interfaces and native patterns for CVS app — as the first iOS native designer on Pay and Get Train — for better Rx and retail user experiences that meet accessibility requirements in iOS environment.

Designed and built responsive WW celebrity pages independently with limited resources and art direction to create a customized experience, which emotionally inspire the users and lead them to complete and sign up or convert. The pages include Oprah pages, Kevin Smith page, Kate Hudson page, Eric Greenspan page, Robbie Williams page, Tamela & David Mann pages, Daphne Oz page, The Fat Jewish page and Kym Whitley page. Of them, Oprah pages have yielded major sign ups and conversions and and Tamela Mann page has created significant sign ups in Africian American communities.

In 2017, designed a flyer and a series of emails for a successful WW reward pilot program that gathered 30,000 current members to participate in the program. 75% of participant stayed in the program for more than a year. In 2018, Wellness Wins program was officially launched to succeed and expand the program. I delivered the guest, subscriber and rewards pages from concept, wireframe, design to execution by collaborating with UX team, project owners and web developers. Each page has had 179,655, 342,139 and 450,219 viewing respectively between October 2018 - March 2019.

In 2017, created promotional and flash sale emails that produced 433,000+ new member signup to WW.

In June 5, 2017, WW eComm mini bars email generated \$81K revenue in one day.

In June 2016, WW flash sale watermelon animated email yielded \$140K revenue in 2 email deployments.