Cal Robert Lee
UX/UI Designer

Celo (cLabs) / UXUI Designer Contractor
OCT. 2020 - APR. 2021, SAN FRANCISCO

I lead designs on all aspects of Valora, the primary crypto wallet for Celo (a mobile-first crypto platform). I was responsible for developing their first Design System, as well as revitalizing Valora's UI & visual language. From the ground up, I lead designs for the primary Banking Screen (cashing in & out, sending funds, etc.). Excitedly working alongside a great PM, we delivered the community's most anticipated feature - the CELO Rewards Program. We discussed product decisions, and I also lead the design of the entire user experience. After the release, we hit our milestone of multiplying cumulative held balances. As a result, unbanked individuals and families in marginalized communities are now earning much-needed rewards.

Age Bold / Visual Design Contractor
SEP. 2019 - NOV. 2019, SAN FRANCISCO

Recruited to build a cross-platform digital workout service for seniors. I executed research expeditions to design their first web dashboard; illustrated dozens of pixel-perfect badges for their achievements system

Sonera Magnetics / Visual & Brand Designer
AUG. 2018 - AUG. 2019, BERKELEY

I designed a comprehensive brand with all major touchpoints. I developed and launched their website; I designed their brand guideline and illustrated Sonera's logo, business cards, presentations boards, and slide decks. These materials are used to engage with investors at high-profile neurotechnology events in the Bay Area.

USC / 3D Visual Design Contractor
NOV. 2018, LOS ANGELES

Did renderings for USC's Molecular and Computational Biology Department. Under an urgent timeline of one week, I taught myself two new design programs; studied authentic laboratory conditions to construct an accurate 3D model. The 8KHD images were pivotal to obtaining $20 million from investors to construct new laboratories — you can now visit them at USC.

John Pugh Art / Trompe-l'oeil Apprentice
MAY 2018, TRUCKEE TAHOE

I relocated to Truckee to reside & work directly alongside world renowned mural painter, John Pugh. I assisted John throughout his mural design process. These murals were 30x60 feet large and commissioned by international entities such as national museums and state educational programs.

Contact

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Education

Tradecraft / Product Design
AUTUMN OF 2019, SAN FRANCISCO

Tradecraft is a full time, in-person accelerator provgram for people that want to work in the tech industry.

USC / Bachelor of Architecture
2009 – 2014, LOS ANGELES

I published a study about Las Vegas, which was chosen to represent USC's School of Arch. at the Wuho Art Exhibit in Hollywood.

Skills & Interests

Design skills: Design systems & library management • User Research • Mockups • Animated Prototypes • Leading PM's, devs and designers through rapid sprints • Branding & style guides • Illustrations

Years of experience with: Figma • Sketch • Illustrator • Photoshop • Invision • Principle • InDesign

Has experience with: HTML & CSS • Front-end dev, web dev

Interested in: I love reading books such as "Thinking in Systems: A Primer", I also love studying film cinematorgraphy and editing. I enjoy the challenge of extended backpacking trips (such as Mineral King Loop). And mushroom hunting & clamming!