

Angeline Lee, Multidisciplinary Designer

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EDUCATION

MA Design Management, UAL, London College of Communication, UK

October 2022 – February 2024

Outcome: Merit Awarded the UAL International Postgraduate Scholarship

Design Research Methods and Critical Practice, Design Leadership, Global Design Futures, Design: Society and Cultures

Final Project: Developed 'ECO-KOSELIG', a co-created tabletop game that facilitates climate change conversations for emotional and social well-being. Selected to represent UAL MA Design Management on Dezeen School Shows.

BEng Product Design Engineering (Hons), Loughborough University, UK

September 2019 – July 2022

Outcome: First Class

Final Project: Designed 'TaskTrain', a versatile timer that promotes productivity and self-discovery in adult ADHD students.

Third year: Design Methods & Communication, Product Innovation Management, Organisational Structure & Strategy, Advanced CAD, Sustainable Product Lifecycle Engineering, Management: Finance, Law and Quality

Second year: Industrial Design, Software Engineering, Engineering Modelling Management, Statistics

First year: Product Design (Ergonomics and Visualisation), Application of CAD for Engineering Designers

COMPETENCIES

Skills: Human-Centred Design Thinking, Communication (Visual, Verbal, Written), Multidisciplinary Collaboration, Trend Analysis Stakeholder & Client Relations, Workshop Facilitation, Qualitative & Quantitative Research, Creative Storytelling, Co-Design

Software: Microsoft Office, Adobe Creative Cloud, Figma, Miro, Survey Software (Qualtrics), SPSS Statistics, 3D CAD Modelling (Siemens NX 11.0, Fusion360, SolidWorks), Human Factors & Ergonomics, Programming (Python)

PROJECT EXPERIENCE

ECO-KOSELIG: Facilitating Climate Talks with Care, Masters Final Project

July 2023 – December 2023

- Conducted ethnographic research using 10 interviews and 2 live case study observations within the educational environment, handling sensitive topics with care and synthesising stakeholder needs using behavioural analysis methods.
- Executed a research-through-design methodology, planning and leading 4 workshops with 8 stakeholders to co-create game elements inspired from existing boardgames, facilitation frameworks, and speculative design workshops.
- Hosted 4 testing rounds with 12 stakeholders, identifying pain points via user journey maps and prototyping physical iterations through consulting 8 various experts from game design, workshop facilitation, and art therapy.
- Developed a finalised boardgame and successfully pitched it to UAL's climate emergency network (CEN) for internal use.

PLATFORM, Client Strategy Consultation Project

January 2023 – March 2023

- Consulted the non-profit client on the strategic direction of their new community engagement programme and handled communications between the client and a multidisciplinary design team of 5.
- Conducted observations and stakeholder interviews at their live event to translate client needs for problem reframing and identifying solutions from branding, event management, and marketing perspectives.
- Formulated stakeholder journey maps and storyboards, audience development guidelines, service blueprints, and roadmaps for short and long-term goals through using the design sprint framework to highlight the client's value proposition.
- Demonstrated applications of proposed brand strategy using creative storytelling techniques within the pitch and won against 2 other competitors.

How Outdoor Atmospherics Affects Consumer Behaviour, Design Research Project

October 2022 – January 2023

- Observed 1 week of stakeholder interactions with a new built housing relocated traders as part of a regeneration project, conducted desk research to understand the relocation process by identifying relevant council documents.
- Surveyed 50 participants and discovered negative implicit bias against the exterior architecture of the new built through statistical analysis and data visualisation, communicating its environmental and visual inaccessibility for new consumers.
- Proposed the need for a planning framework integrated with outdoor atmospherics and local community considerations, highlighting the problem case with ethical research methodology, PESTLE and SWOT analyses, and clear visual storytelling.
- Awarded a distinction for highlighting importance of 'retail' and its relationship with accessibility and sense of place in the research proposal, motivating the teaching team to incorporate this within future research areas for the module.

WORK EXPERIENCE

Project Coordinator & Design Strategist, UAL Climate Emergency Network (CEN), London UK September 2024 – August 2025

- Managed the project development of 3 major projects and co-ordinated Teams meetings, Miro workshops, and on-site events between 5 internal and external teams to ensure good communication and meet deadline expectations.
- Hosted exploratory workshops for 50+ participants to gather insights, build rapport, and inspire new ways of thinking and doing, bringing together cross-disciplinary perspectives on climate advocacy and perceptions within the UAL ecosystem.
- Facilitated strategy scoping workshops with CEN co-founders to establish design and platform principles to serve as a metric in delivering value as a network, implementing them within CEN identity rebranding, Earth Week event planning, and within building a low-carbon and de-siloed website external to UAL.
- Established the network's reputation in embodying more-than-human practices and targets cultural and social aspects of climate advocacy, showcasing its importance within UAL's Net Zero cross-institutional team and long-term strategy.

Freelance Toy Product Designer, Precocity Limited, London, UK

August 2022 – August 2023

- Evaluated 5+ toy designs and conducted desk research to integrate scientific accuracy and visual aesthetic in reflecting the business's value of promoting awareness of endangered animals.
- Modelled modular designs on Fusion360 for iterative prototyping and testing with stakeholders, ensuring pieces were ergonomic and produced minimal waste to align with business goals of sustainable manufacturing and material usage.
- Organised team meetings with 4+ members across different time zones to align on design objectives and improve project clarity and coherence, leading to a 35% reduction in revision cycles during the design stages.

Student Entrepreneur, KOCOON Startup, Loughborough University, UK

July 2020 – December 2021

- Planned and designed user and market research studies to obtain stakeholder insights and hosted a survey with 65 responses which instigated a shift to an online platform that better addressed the social issues of the wellbeing industry.
- Compiled and simplified desk research on various topics in the fitness and wellbeing sector to provide accessible information by launching an Instagram page that was updated 3 times a week.
- Revised value proposition and business models to ensure that the approach taken was human-centric and solidified reputation as a collaborative business during networking and pitching.
- Developed multi-media production skills to direct and produce marketing material and project outputs, streamlining the creative process to result in a 15% reduction in time-to-delivery for products.
- Facilitated design workshops with stakeholders to translate consumer insight into digital content that elevated local professional voices through reels, panel talks, and community get-togethers, resulting in a 40% increase in audience interaction across platforms.
- Fostered partnerships with local businesses and start-ups, creating a community of 200+ followers on Instagram and obtaining £1000 through Santander's Enterprise Fund.

LEADERSHIP

Course Representative, 22/23 MA Design Management Cohort

October 2022 – December 2023

- Consulted students through interviews and focus groups and presented their feedback to course committees, Student & Dean forums, and the academic team, resulting in two major real-time changes to course delivery.
- Cultivated student-staff relationships and created a safe classroom environment for meaningful cross-cultural and multidisciplinary interactions in a fully international cohort of 42 from 15 different countries.
- Spread disability awareness and helped 20% of my cohort receive diagnoses and prompted them towards disability support, allowing them to gain necessary accommodations and improve the course's grade average by 50%.
- Nominated for The Student Representative of the Year Award.

EXTRA-CURRICULAR

Freelance Creative, LU Arts, Loughborough University

March 2021 – June 2022

- Performed a self-written poem for LU Arts' Speech Bubble event, an open mic night for spoken word, and was then invited to take part in the selection for a collaboration between the university and the Overhear app.
- Resulted in being commissioned as one of a few select students to write and record poems specific to locations in Loughborough University campus for 'Campus Poetry Walk', an event to promote mental health awareness week.
- Commissioned to produce a short piece of poetry for the publication of a mindfulness journal for the 22/23 academic year.