

ANN LEI

Design Strategist / Crafting Intuitive, Impact-Driven User Experiences

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SUMMARY

Senior Product Designer with 5+ years of experience crafting intuitive, scalable user experiences for enterprise and B2B SaaS platforms. I specialize in interaction design, systems thinking, and high-polish UI across responsive web and mobile. With a strong foundation in user-centered design and visual storytelling, I create accessible, modular dashboards and end-to-end workflows that align business goals with user needs. Passionate about collaborative, cross-functional teams and exploring AI-enhanced design to drive impact at scale.

PROFESSIONAL EXPERIENCE

Senior UX Designer | University of Phoenix

Jul 2023–Present

- Spearheaded and led end-to-end UX design of an enterprise admin dashboard for B2B clients to manage learner data, increasing adoption by 367% within 6 months and driving \$1M+ in ARR.
- Collaborated and led design strategy horizontally across onboarding, activation, marketing website, and dashboard surfaces to personalize experiences for multiple user types.
- Conducted iterative usability testing to optimize information architecture, improving user engagement by 40% and reducing time-on-task.
- Built a high-fidelity component library and scalable design system grounded in accessibility and visual craft with documentation, ensuring brand consistency and accelerating cross-team delivery.

Senior Product Designer | MSCI (Morgan Stanley Capital International)

Feb 2022–Jun 2023

- Designed a centralized financial Reports Portal that unified report access across multiple MSCI products, enabling clients to manage and download data from various verticals through a single interface, increasing adoption by 60% in 3 months.
- Developed and scaled creation of a WCAG-compliant design system adopted across four product teams, reducing UI inconsistencies by 80% and expediting handoff by 30%.
- Built internal dashboards in Power BI that visualized account-level insights, helping the sales team boost upsell revenue by 20%.
- Facilitated cross-functional strategy workshops to align priorities across products and accelerate execution, cutting average project turnaround time by 2–3 weeks.

UX Designer | Microsoft

Sep 2021–Feb 2022

- Designed multi-surface payment user flows across desktop, mobile, and Xbox platforms, increasing user engagement by 20%.
- Collaborated with cross-functional stakeholders, PM, engineering, and design peers across verticals to unify payment experiences with consistent interaction patterns and visual design from wireframes to mockups and prototypes.
- Conducted UX testing and motion studies to polish high-traffic flows with refined transitions and responsive feedback.

UX Designer | Integrity Marketing Services

Jan 2020–Aug 2020

- Designed and maintained a multi-client SaaS platform design system, reducing developer QA cycles and time-to-ship by 25%.
- Advocated for accessibility and user-driven feature prioritization, improving platform usability and supporting upsell growth by 15%.
- Delivered mobile-first, responsive designs optimized for lead generation and onboarding.

EDUCATION

Master of Human-Computer Interaction and Design | University of Washington

Master of Visual Communication Design | Arizona State University

Bachelor of Information Systems | National Chung Hsing University

SKILLS

Design & Research: End-to-End UX / Modular Dashboards / Personalization / WCAG Accessibility / Design Systems / Interaction Design / Visual Craft / Usability Testing / UX Strategy / Motion Design / Prompt Engineering / Vibe coding

Tools: Figma / Adobe Creative Suite / Power BI / HTML & CSS / Miro / Jira / Lovable / Replit

Industry Knowledge: Enterprise UX / Fintech / B2B / B2V / SaaS / AI-enhanced Workflows

Collaboration: Cross-Functional Alignment / Workshop Facilitation / Agile Teams