



Keithan Lee

Product Designer

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BIO

Keithan is a Product Designer (HK-based). He designs delightful interfaces and excels in unique, complex, and ambiguous problem spaces, focusing on user experience, branding, and product development. He enjoys building products from the ground up, specializing in SaaS, apps, and design systems.

EXPERIENCE

Senior Stuff Product Designer / Design Lead

Varadise Ltd | HK | Jun 2023 - Present

Varadise provides digital transformation consultation and an AI-powered ERP+digital twin platform to innovate the built world.

I'm leading and taking charge of designing a suite of ERP applications that utilize digital twin technology to innovate built world enterprises. Overseeing end-to-end product design process from concept to launch and maintaining a brand-new design system. Moreover,

- Leading product team and building a new SaaS product
- Decision maker and product direction
- Collaborating with stakeholders, PMs, engineers, and clients
- Overseeing the end-to-end product design process
- Focusing on B2B digital transformation, digital twin, SaaS & PaaS platform, Proptech

Product Designer

Peeba (Y-Combinator W23) | HK, VN, TW, JP, SG | Jan 2022 - May 2023

Peeba is a VC-funded wholesale marketplace platform that aims to link regional Asian retailers with distinctive global brands.

- As a first full-time designer work closely with 10+ engineers, Ops and sale team.
- Designed and managed 5 external & internal products.
- Delivered over 63+ product features for both portal & app.
- Launched a brand-new mobile app with comprehensive design system and boosted browse state by 240%.
- Interviewed 50+ retailers and brands.
- Boosted 135% conversion

Sr. UX/UI Designer

Chain Technology Development | HK | Aug 2020 - Jan 2022

Chai Technology is an R&D-based startup that provides a comprehensive suite of IoT smart city & digital twins solutions.

- Led a team of three designers and managed 4 products.
- Created a cloud-based 3D SaaS platform from scratch.
- Worked closely with the BD team, serviced 8+ clients
- Delivered 10+ customised digital twins products on demand.

Sr. Interior Designer

Tang Design Co. Ltd. (9tanggroup) | HK & Mainland | Oct 2017 - Mar 2020

Tang Design (9tanggroup) is a Hong Kong-based architecture & interior design studio.

- Designed and managed 6+ shopping malls and 3+ commercial projects in Mainland over 6 cities.
- Worked closely with Architect and project manager.
- Achieved the London Design Awards in year 2022.

EDUCATION

Birmingham City University

Bachelor's Degree, Interior Architecture and Design | 2016-2017

Hong Kong Design Institute (HKDI)

Interior Design | 2014-2016

SIDE PROJECTS

[alike.page](#)

SKILLS

Concept Development
User-story Mapping
User Journeys
User Research
Information Architecture
Low to High Fidelity Wireframes
Responsive Web
Interactive Prototyping
Design System
HTML & CSS
Branding Design
Art Direction
Spatial Design

LICENSES & CERTIFICATIONS

Responsive Web Design (HTML & CSS)

freeCodeCamp - issued Oct, 2020

RECOGNITIONS

CSS Design Award

Special Kudos

CSS Winner Awards

Special Star awardudos

London Design Awards 2022

SpeciSilver Awardal Kudos

Emerging Design Talents EDT 2017

Selected Project

TRI-WALL Design Competition

Selected Project

G2000 Retail Design Project

Selected best 30

ShangHai Commercial Bank Ltd Design Project

Selected best 30