Jessie Lee

https://jessielee.me/

PRODUCT DESIGNER

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Product designer with 3+ years of experience designing consumer mobile and web products, from a beauty-tech platform to features shipped to 100K users at KDDI. With a data science background, I pair analytics with visual craft to make design decisions that meet user and business goals.

WORK EXPERIENCE

GloryMakeup Inc. — Product Designer
Taipei, Taiwan · Aug 2024 – Present

- Led end-to-end UI/UX design for Sevena, a personalized beauty-tech platform featuring customized live 1:1 lessons, digital makeup collections, and facial-feature analysis.
- Conducted usability testing with 7 participants across 4 core tasks, identifying 17 insights that drove product decisions and UX iterations.
- Translated research findings into UX improvements across product discovery, navigation, and lesson preparation, addressing usability issues through clearer information architecture.
- Showcased the platform's beta release to key stakeholders at the 2025 WTRP Award Event.

KDDI and Circles.life — Senior Product Designer (Contract)
Remote · Jan – May 2024

- Designed an end-to-end, milestone and token-based step counter for KDDI's povo2.0 app, launched to 100K iOS users in May 2024, reaching 64,000 new users in the first month against a target of 3,000
- Designed a premium subscription feature for povo Games, exploring opportunities to improve engagement and deliver a more compelling gaming experience.
- Collaborated with product managers, engineers, and designers to explore token-based use cases and shape product experiences for the Japanese market.

Lella Alimentari Café — Product Designer (Freelance)
New York, NY · Jan 2023 – May 2023

- Designed and prototyped a responsive restaurant website integrating menus, announcements, store information, and online ordering for a business generating $100K annually in online orders.
- Created 30 photos and 6 illustrations to strengthen the restaurant's digital presence.

PricewaterhouseCoopers (PwC) — Technology Consultant
New York, NY · Aug 2021 – Feb 2023

- Analyzed and structured workforce data for 6 multinational clients on a workforce design platform, supporting a $3M-per-year engagement.
- Designed 5 data workshops to improve platform usability, reducing usability issues by 25%.

EDUCATION

University of California, Berkeley — B.A. Data Science, B.A. Economics
Berkeley, CA · Aug 2017 – May 2021

Designlab UX Academy — UI/UX Design Certificate
Remote · Aug 2022 – Oct 2023

SKILLS

Design — Interaction Design, Visual Design, Information Architecture, Design Systems, Prototyping
Research — User Research, Usability Testing, Competitive Analysis, Data Analysis and Visualization
Tools — Figma & FigJam, Claude Code, HTML/CSS & JavaScript, Python, SQL, Photoshop & Illustrator
Languages — English (native), Mandarin Chinese (native)