

Lisa Lee

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EXPERIENCE

Senior Product Designer

Royal Bank of Canada

May 2024 –Present | Toronto, ON

- **Led the 0–1 design of a new search feature** for Avion Rewards, delivering end-to-end experiences across web and mobile.
- **Collaborated on user research** with designers, researchers, and product managers to validate a new offers domain concept and **define key requirements and actionable design solutions** to enhance offer discoverability.
- **Advocated for data-informed decisions** by integrating analytics and user research insights into design and co-creating dashboards with product managers and data analysts.
- **Rebuilt and documented Avion Reward’s most-used component**—the Offer tile (**44k+ instances**)—in close collaboration with the core design system team.
- **Enhanced Avion Rewards’ design system** by developing responsive typography and spacing guidelines, ensuring scalable and consistent design across multiple RBC channels.
- **Proactively gathered feedback** from senior leadership, peers, developers, and product managers, **clearly articulating design decisions** grounded in user needs and business goals.
- **Led a deep linking initiative** to streamline access to offers from marketing emails, simplifying authentication flows for a seamless and secure user experience.

Freelance Product Designer

Content Design Canada

Feb 2024–Aug 2024 | Toronto, ON

- **Developed digital products for SaaS clients**, closely collaborating with stakeholders to enhance user engagement and strengthen brand presence.

UI/UX Designer

GoodCodeClub

May 2023–Jan 2024 | Toronto, ON

- **Developed 7+ MVPs for clients across diverse industries**, including AI-powered e-commerce platforms, a no-code website builder, and a CRM admin dashboard.
- **Created 25+ user flows for web and mobile platforms**, laying a strong foundation for simple, intuitive user experiences.

AWARDS & HONOURS

- **RGD Awards** | UX Design (Solo Winner) | 2024
- **Applied Arts Awards** | App Design | 2024
- **Albina Skibicka Memorial Award** | Excellence in Magazine Page Layout Design | 2024
- **Advertising & Design Club of Canada (ADCC) Awards** | Silver Award in Editorial Design | 2023

SKILLS

Tools

Figma, Adobe XD, Adobe Creative Suite, Sketch, ProtoPie, Webflow, Framer, Jira, Confluence, Miro, Mural, HTML, CSS

Design

User Interface Design, User Experience Design, Interaction Design, Visual Design, Wireframing, Prototyping, Usability Testing, Design Systems, System Thinking, Product Thinking

EDUCATION

George Brown College

Advanced College Diploma, Graphic Design
4.0/4.0 GPA

Fashion Institute of Technology

Associate in Applied Science, Fashion Design
3.67/4.0 GPA