

Lisa Lee

Collaborative product designer shaping strategy and scaling solutions that drive user and business impact.

www.lisa-lee.ca

leeimkyung@gmail.com

EXPERIENCE

Royal Bank of Canada Senior Product Designer June 2025–Present Product Designer May 2024–June 2025	<ul style="list-style-type: none">▪ Led the 0–1 design of a cross-platform search experience, owning all web and mobile user flows, driving a 140% increase in adoption and a 35% offer load conversion rate.▪ Redesigned the end-to-end Offers experience, partnering with PMs, researchers, and engineers from strategy through development to align user needs with business goals and validate design direction.▪ Advocated for data-driven design by integrating analytics and research insights during discovery, defining UX metrics with PMs and analysts to establish success criteria for launches.▪ Led Avion Rewards design system initiatives, creating foundational artifacts and the product’s most-used component in collaboration with the RBC design system team, driving 80% adoption of core components in the Search & Discovery squad.▪ Communicated design decisions through interactive prototypes and regular presentations, proactively gathering feedback from cross-functional partners and clearly articulating choices grounded in user needs and business goals.
Content Design Canada Freelance Product Designer Feb–Aug 2024	<ul style="list-style-type: none">▪ Designed and shipped digital products for SaaS clients, collaborating with stakeholders to boost user engagement and strengthen brand presence.
GoodCodeClub UI/UX Designer May 2023–Jan 2024	<ul style="list-style-type: none">▪ Developed 7+ MVPs across diverse industries, including AI-powered e-commerce platforms, a no-code website builder, and a CRM admin dashboard, establishing scalable design foundations for early-stage products.
IN Studio Graphic Designer Feb–Apr 2023	<ul style="list-style-type: none">▪ Conducted market research and competitive analysis to identify growth opportunities, translating insights into brand strategies and creative proposals.

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, Miro, Mural, Jira, Confluence, HTML, CSS, JavaScript	Design User Interface (UI) Design, User Experience (UX) Design, Visual Design, Interaction Design, Prototyping, Design Systems, Information Architecture, Product Thinking, Data-Driven Design, User Research, Usability Testing, Stakeholder Management
--	--

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
--	--