

Lisa Lee

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

www.lisa-lee.ca

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EXPERIENCE

Royal Bank of Canada

Senior Product Designer

May 2024–Present | Toronto, ON

- **Led the 0–1 design of a cross-platform search experience**, owning all web and mobile user flows, **improving offer discoverability**, and launched in Q3 2025.
- **Redesigned the end-to-end Offers experience**, partnering with PMs, researchers, and engineers from strategy through shipment 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 | Toronto, ON

- **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 | Toronto, ON

- **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 | Toronto, ON

- **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