amanda lee ✳

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experience

Product Designer, Addgene   *Jun 2025 – Present*
- Led 0→1 designs for responsive external web experiences (350K+ monthly users globally) and 4+ internal tools for 100+ employees
- Redesigned UX of an internal database vital to laboratory operations to reduce task completion time by 75%
- Accelerated iteration cycles by leveraging AI-assisted prototyping and copy generation tools, reducing turnaround time for UI updates

Product Design Intern   *Aug 2024 – Dec 2024*
- Built & shipped responsive designs on high-traffic pages based on user research and stakeholder requirements
- Facilitated 8+ user interviews and performed user testing with global scientists to improve the process for depositing plasmids

Product Design Intern   *Jul 2023 – Dec 2023*
- Increased user engagement and improved usability by leading hi-fidelity designs and user flows for 10+ consumer-facing pages and 10+ internal tool pages that aligned with company mission and product style guide
- Improved user satisfaction by 15% through auditing accessibility of 50 pages on mainsite using WAVE, Lighthouse, and VoiceOver

Product Design Intern (Design Systems), NBCUniversal   *Jun 2024 – Aug 2024*
- Created patterns and components for enterprise-grade design systems reused by 24+ products with frameworks Angular, React, ServiceNow, SAP Fiori, and Salesforce to support designers and developers
- Modernized legacy finance tool worth $1.7B by reusing UI from design system, auditing UX, rebuilding information architecture, incorporating business needs, and increasing operational efficiency
- Built hi-fidelity prototypes, documentation, and product strategy for data-intensive tables, leading to improved team efficiency
- Improved scalability and consistency by performing QA on 85+ component dark mode implementation in Storybook

Product Designer, Sorce   *Aug 2024 – Sep 2024*
- Owned web & mobile experiences for AI startup launching Tinder for job applications, reaching 10M+ swipes and 300K+ users

leadership

Lead UI/UX Designer, Sandbox Student Software Consultancy   *Jan 2023 – Dec 2024*
- Led 0→1 designs of new features, built components, and collaborated with developers on (GraduateNU), a platform that empowers 1K monthly users of Northeastern students to customize their plan of study
- Designed responsive wireframes, prototypes, and branding with developers for underprivileged communities in Boston (HappyEastie)

Design Director   *Jan 2023 – Dec 2023*
- Directed 8 student project teams, advocated for design with 90+ members, ran workshops, and led weekly critiques for 19 designers to improve design processes and collaboration, increasing retention rate by 350%

Lead UI/UX Designer , Scout Student Design Studio   *Sep 2022 – Dec 2024*
- Tracked impact and improved DTC sales through data visualization for (Rooted Living), a Shark Tank finalist/snacking startup
- Conducted usability testing with 5+ DeafBlind users and shipped accessible designs for client startup (Tatum Robotics), resulting in 50% boost of task completion rates and improved alignment with WCAG 2.1 AAA guidelines
- Led team of 4 designers to ship 2 client products across B2B (Folia)and B2C (Bibite), driving UI/UX, branding, and systems in agile sprints

Design Director, HackBeanpot   *Apr 2023 – May 2024*
- Managed 5 student designers to implement hi-fidelity designs into mono-repo website architecture and develop brand identity for company outreach, receiving 500+ applicants and securing 15+ sponsors such as GitHub

Product Designer   *Apr 2022 – May 2023*
- Collaborated with 6 teams to organize a non-profit, in-person hackathon for 150+ attendees and made 20+ new social media designs, increasing account outreach by 206% and reaching over 1K followers

skills

Design: User Experience, Design Systems, Visual Design, Interaction Design, Wireframing, IA, Prototyping, Accessibility (WCAG 2.1), Usability Testing
Technical: TypeScript, JavaScript, React, HTML/CSS, Java, Git, Storybook
Tools: Figma, Miro, Adobe Creative Suite, Procreate, Jira, Airtable, Webflow, Bolt, Cursor
AI Ethics: Received $1,800 award to research the gender biases in female voice assistants and present solutions

education

Northeastern University, Bachelors of Science in Computer Science & Design, Minor in Ethics   *May 2025*