amanda lee ✷

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experience

Product Designer, Addgene   *Jun 2025 - Present*
- Led 0→1 design initiatives as one of two designers, owning responsive external web experiences (350K+ monthly users) and 4+ internal operational tools
- Redesigned UX of a high-volume internal database vital to laboratory operations, reducing task completion time by 75% , validated through close engineering collaboration and staging QA using Cursor
- Accelerated iteration cycles by leveraging AI tools for exploring, prototyping, and copy generating, reducing turnaround time for UI updates
- Expanded Search by Sequence UI to accommodate nucleotide and protein searches, resulting in 12K+ searches by 3K+ users within first 3 months

Product Design Intern, Addgene   *Jul 2023 - Dec 2024*
- Designed and shipped responsive updates across 10+ high-traffic external and internal pages aligned with product style guide and based on user research and stakeholder requirements
- Conducted 10+ user interviews and usability tests, supplemented by SurveyMonkey and Google Analytics to improve workflows
- Audited 50+ pages for accessibility using WAVE, Lighthouse, and VoiceOver, increasing user satisfaction by 15%

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
- 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 high-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 and mobile UX for AI-driven job applying platform, contributing to 300K+ users and 10M+ swipes

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*
- Designed data visualizations to track and improve DTC sales performance for (Rooted Living), a Shark Tank finalist, directly contributing to measurable sales impact
- 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 high-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: UX, Design Systems, Interaction Design, Visual Design, Animation, Prototyping, Accessibility (WCAG 2.1), Usability Testing, Data Visualization
Technical: TypeScript, JavaScript, React, HTML/CSS, Java, Git, Storybook
Tools: Figma (Make, Variables, Tokens, Autolayout, Components), Claude, Cursor, Bolt, Lovable, Magic Patterns, v0, Subframe, Stitch, Miro, Jira, Adobe Suite
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*