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 internal operational tools
- Designed a marketing email opt-in for Addgene's account registration flow, synced to HubSpot, driving a nearly 9x increase in new subscribers (102 to 903 in the first two weeks post-launch)
- Redesigned UX of a high-volume internal lab database, cutting task completion time by 75%; validated assumptions by working through the process hands-on in the lab, then tested with engineering and staging QA
- Launched researcher identity integration that enables users to link ORCID profiles, driving 250+ organic connections within the first two months
- Used AI tools (Claude, Bolt, Cursor) to prototype concepts before engineering involvement, surfacing layout issues early and speeding up validation

Product Design Intern, Addgene *Jul 2023 - Dec 2024*

- Designed and shipped responsive end-to-end experiences across high-traffic pages, grounded in user research, journey mapping, and 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 scalable 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, mapping operational workflows, and incorporating business needs to increase 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*

- Designed responsive marketing website (web + mobile) for early-stage AI job-search app (now 300K+ users, 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

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
- Conducted usability testing with 5+ DeafBlind users, designed for complex access needs, mapped assistive technology workflows, and shipped accessible designs for (Tatum Robotics), boosting task completion rates by 50% and aligning with WCAG 2.1 AAA
- Led team of 4 designers to ship two 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 develop brand identity and implement high-fidelity designs into the monorepo website, securing 500+ applicants and 15+ sponsors including 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, Interaction & Visual Design, User Research, Info Architecture, Prototyping, Accessibility (WCAG 2.1), Usability Testing
Technical: TypeScript, React, HTML/CSS, JavaScript, Java, Git, Storybook, GitHub Copilot
Tools: Figma (Variables, Tokens, Autolayout, Components), Miro, Jira, Adobe Creative Suite, Procreate
AI: Prototyping, ideation, and workflow acceleration using Figma Agent/Make, Claude, Cursor, Bolt, Lovable, Magic Patterns, v0, Stitch

education

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