amanda lee ✷

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Relocating to NYC 2027

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 supporting scientific workflows
- 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 a high-volume internal lab database, reducing task completion time by 75% (2 minutes to 30 seconds); validated workflows hands-on in the lab and partnered with engineering through implementation and QA
- Launched researcher identity integration enabling users to connect ORCID profiles, driving 250+ organic connections within the first 2 months
- Used Claude, Cursor, and Bolt to rapidly prototype concepts before engineering involvement, surfacing interaction and layout issues early and accelerating 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

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, 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)

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 2 client products across B2B (Folia) and B2C (Bibite), driving UI/UX, branding, and systems in agile sprints

skills

Design: User Experience, Design Systems, Interaction 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*