

CONTACT INFORMATION

Timothy Dawson Lee

Full Name

Dawson

Preferred Name

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LinkedIn Profile

PROFESSIONAL BIO

Hi, I'm Dawson – a Senior Product Designer fueled by curiosity and a multidisciplinary background. I create innovative digital products across spaces like AI, health tech, SaaS, and gaming, driving business growth and delivering novel interactions that scale businesses and elevate digital human experiences.

WORK EXPERIENCE

Senior Product Designer

Abode · 2024 - Present

- Lead end-to-end design and cross-functional strategy for flagship B2B2C HR SaaS platform
- Owned product design, PM, marketing, and testing initiatives, contributing to a \$22.5M acquisition supported by product-led growth
- Drove product expansion across clients, including FAANG/F500

HCI Researcher

Vanderbilt University · 2023

- Launched Poncho, an AI-powered companion app for teens
- Co-authored human-centered design research

Web Designer

#HalfTheStory 501(c)(3) · 2023

- Led redesign of web presence to support raising \$10M+ by 2030
- Marketed launch of flagship digital product, Social Media U

Digital Product Consultant

ThirdBridge Group Limited Co. · 2020-2023

- Guided clients on investment ventures in digital products and technologies in the cloud gaming and metaverse domain

Cofounder & UI/UX Designer

Novaly Studios on Roblox · 2017-2020

- Ran design for web, mobile, and console gaming products
- Grew startup to \$5M+ revenue and 2M+ MAUs

Mobility & App Development

St. Jude Children's Research Hospital · 2019

- Hired out of internship to play key role in developing and launching Our St. Jude iOS and Android app
- Owned product analytics and supported data-driven design and QA initiatives for Webby award winning patient mobile app

UI/UX Designer

Warner Bros. Entertainment Inc. · 2018

- Managed end-to-end interface design for Aquaman (2018) film video game, increasing ticket sales & generating 8M+ unique visits

UI/UX Designer & Accelerator

Roblox · 2018

- UI/UX & front-end programming for web, mobile, and console
- Crafted award-winning gaming products, achieving 7 figure revenue growth and earning a spot in a startup acceleration program

EDUCATION

M.S. in Computer Science

Vanderbilt University · 2021 - 2023 · 3.9 GPA

B.S. in Computer Science

Rhodes College · 2017 - 2021 · 3.8 GPA

SKILLS & EXPERTISE

End-to-end Design · Wireframing · Prototyping · Product Design · UXR · AIX · Visual Design · Figma · iOS and Android Apps · AI Tools · Webflow · Web Design · Product Management · Product Strategy · Growth Design · UX Copywriting · Graphic Design · Product Management · UI Design · Cross-functional Leadership · Information Architecture · Design Thinking · Product Analytics · User Testing · Mobile Design · Design Systems · A/B Testing

PRODUCT & DESIGN STACK

Figma · Gemini · Webflow · Cursor · Notion · Loom · Replit Claude · ChatGPT · Sketch · Writer · Midjourney · Slack Lottie · Pendo · Amplitude · HubSpot

ENDORSEMENTS

Dawson is truly a self-starting team player who has a variety of skillsets, making him perfect for any UX/UI, design, or project management role, especially for those looking to work with a visionary beyond his years.

Dr. Rachel Hanebutt

Professor, Georgetown University, Ph.D., Ed.M., M.A., M.S.

You're single-handedly transforming this platform. You've done ten years worth of design in just five months.

Harry Fox

Software Engineer at Abode HR