

CONTACT INFORMATION

Timothy Dawson Lee

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Portfolio Website

Dawson

Preferred Name

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LinkedIn Profile

PROFESSIONAL BIO

I'm Dawson, a Senior/Staff Product Designer and strategic partner to ambitious startups. Fueled by a background in Computer Science and HCI, I drive product vision and execution across design, product management, and technical functions. I specialize in taking AI, complex B2B SaaS, and B2C products from 0-to-1 and beyond.

WORK EXPERIENCE

Senior Product Designer

Abode · 2024 - Present

- Directed end-to-end product strategy and UX architecture as the primary product leader (partnering directly with the CPTO), driving the Product-Led Growth (PLG) initiatives that culminated in an 8-figure acquisition
- Spearheaded the 0-to-1 launch and continuous scaling of the flagship B2B2C HR SaaS platform, acting as the sole product design lead and a senior AI PM for all major revenue-generating products
- Architected platform-wide AI product innovation and E2E redesigns, bridging product, engineering, and marketing functions

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

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

AI Product Strategy · AI-Driven UX (AIX) · LLM Workflows
GTM Strategy · E2E Product Experience · Scalable Design
Systems · UX Strategy · Information Architecture
Systems Thinking · Rapid Prototyping · Data-Driven
Strategy · Experimentation & A/B/n · Product-Led
Growth · Continuous Discovery · Generative & Evaluative
UXR · Cross-Functional Leadership · Executive Storytelling
UX Microcopy Strategy · Agile Delivery

PRODUCT & DESIGN STACK

Claude Code · Cursor · Figma · Notion · Granola · Loom
Webflow · Vercel · Replit · FigJam · Figma Make · Sketch ·
XCode · AI IDEs · Writer · Slack · Lottie · Genkit · Google AI

RECOMMENDATIONS

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