

Grace Lee

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Product designer with over a decade of experience who takes a bit of "glee" in building truly impactful experiences and products. With a blend of empathy, systems thinking, and an analytical mindset, I connect the dots, provide clarity in ambiguity, and swiftly identify project or organizational gaps with ready solutions.

Employment history

Director of Product Design

Apr 2024 – Oct 2025

Crosstie (formerly Gain Life)

- Sole design leader for dual-platform insurtech product (claimant app + adjuster portal), contributing to ~2x revenue growth through friction-reducing features and AI-powered tools for claims processing and document analysis
- Pioneered AI-assisted design workflow using coded prototypes on production libraries, designing and shipping 5+ AI features while expanding technical skills in Git, databases, and component architecture
- Introduced North Star Metric framework (MBA-informed) and facilitated strategic workshops, aligning company priorities around key revenue levers and product roadmap decisions
- Rebuilt design system for Mantine migration and initiated Storybook documentation; redesigned company website in 2 weeks to widespread stakeholder acclaim.

Senior Product Designer

Nov 2021 – Jun 2023

NuvoAir

- Oversaw and delivered designs and strategies for 9 products across 3 international business lines, while moving product family towards a cohesive vision.
- Developed a Gamification system aimed to raise patient motivation and engagement. The model is adaptable and can be used across multiple product types and industries.
- Led the Design Vision for the COPD pilot, outlining key features from MVP to ideal future state.
- Created a Design Capacity planning system to better coordinate designers' time across the organization. In 3 quarters, design productivity was raised by 58% and capacity estimates were 90% accurate.
- Worked across international healthcare and clinical trial systems.
- Collaborated with Regulatory and Clinical teams to meet FDA standards for medical devices.
- Introduced design accessibility practices into the organization.
- Led the formation of the NuvoAir Design system's component library, which has already saved Design & Engineering hours.

Senior UX Designer

Jul 2021 – Nov 2021

CVS Health

- Worked on CVS Health's long-term vision as a member of the UX Strategy team.
- Coordinated with teams across the organization
- Applied research data to create innovative solutions that would move teams towards the larger vision.

Mobile Product Designer

Jul 2020 – Jun 2021

Wellframe Inc.

- Led the Product Design for the Wellframe app, focusing on remote member care.
- Worked on design features from end-to-end: concept, research, collaborative solutioning, prototyping, final designs, post-launch analysis, reiteration.
- Collaborated regularly with the product team to ensure experience consistency across the product family.
- Evolved the mobile product's strategy and vision, as well as the design team's best practices.

UX Architect

Sep 2017 – Apr 2020

Hilton

- Led the UX effort for the Housekeeping side of Hilton's enterprise PEP product, achieving a 300% efficiency increase for Open House procedures.
- Worked with multiple teams to define user needs, product goals, and feature strategies.
- Created experiences for mobile and tablet devices that aligned with WCAG accessibility standards.
- Facilitated collaborative workshops across multiple departments.

Interaction Designer

Jun 2017 – Oct 2017

ConsumerDirect, Inc.

- Rebranded and redesigned the company's, Smartcredit® web product.
- Collaborated with CEO and CTO on the ScoreMaster® product's vision.

UX Designer

Apr 2016 – May 2017

The Buddy Group

- Helped define the agency's UX process and documentation.
- Led the UX efforts across multiple mobile and web products.

Prior to 2016, I worked as a 3D Artist for 3 years.

Volunteer Experience

Mentor

Nov 2022 – Present

ADPList

- Helping mentees with their job searches, career growth, and creative confidence.
- 65+ mentees and 80+ sessions (and growing)

Education

Master of Business Administration (MBA)

One Day – Woolf

Bachelor of Arts (BA) of Game Arts

LCAD