

LAWRENCE LEE

Product Designer And Strategist

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Product Design Lead with expertise in designing and implementing AI and SaaS based AdTech and FinTech applications for diverse publicly traded industries. Track record of improving company financial performance by pioneering technical products that maximize cash flow, financial planning, and the user experience. Builds cohesive design cultures. Known for forging strong collaborative relations with colleagues and key stakeholders at all levels. Core competencies:

- Storytelling
- Team Builder
- Generative AI
- Agile Methodologies
- Product Management
- Cross-functional Teams
- UX / UI Design
- Market Research
- Customer Journeys

Professional Experience

Staff Product Designer - The Trade Desk

New York, NY | Apr 2024 – Nov 2025

- Led cross-functional teams (Designers, PMs, Content Strategists, Engineers) to design and implement a premium SaaS-based Demand-Side Platform (DSP) for top media buyers and publishers.
- Designed a 0-1 seller and publisher platform that increased customer adoption rates by 20%.
- Led critical design initiatives to streamline publisher workflows and ad contract controls, improving speed, usability, and data clarity for technical users.
- Established a seller-side design language and visual standards to scale across OpenPath, Deal Desk, and related platforms.
- Developed a User Experience (UX) design that aligned company-wide teams on product vision, roadmaps, and priorities for the seller and publisher platform.

Lead Product Designer - Roku

New York, NY | Oct 2021 – Nov 2023

- Led cross-functional team of designers, PMs, content strategists, and engineers to develop a premium SaaS-based AdTech platform for media buyers and publishers.
- Designed a 0-1 campaign order management tool that increased Ad sales monetization by 5%.
- Defined customer research objectives and KPIs (e.g., time of completing tasks, number of reporting tickets) to expedite manual tasks and the product development lifecycle.

Senior UX Designer - JP Morgan & Chase Co.

New York, NY | Jan 2018 – Sep 2021

- Pioneered, in collaboration with cross-functional teams (Engineering, Design, Content, Research, Product), the UX design of customer-centric wealth management fintech products.
- Redesigned the customer asset transfer experience, which reduced complaints by 15%.
- Designed the industry's first mobile check deposit service for investment accounts, which increased deposits by 300%.
- Partnered with data scientists and UX researchers to develop KPIs (e.g., user feedback, task completion rates, and numbers of troubleshooting tickets) for better business outcomes.

Senior UX Designer - Accenture Song

New York, NY | Jan 2017 – Dec 2017

- Liaised with designers, business analysts, and product owners to develop digital company internet and e-commerce products and services that elevated usability of the platform and increased customer retention.
- Redesigned the B2B customer order and checkout experience for 3M.com, reducing dropout rates for 3M customers by 13%.

UX Designer and Strategist - Designit

New York, NY | Jul 2015 – Jul 2017

- Partnered with designers, researchers, and project managers to develop consumer banking applications, developer platforms and B2B printing customization tool for technology companies to elevate their user experiences.
- Redesigned Microsoft Connect to optimize the developer platform experience by modernizing the file management wizard and analytics dashboard to visualize file performance and status.
- Worked on new business ideas and pitched them to clients such as Cisco, where we design a conceptual idea for its AI teleconferencing platform.

Additional Relevant Experience

- UX & Product Management Mentor (3K+ volunteer hours), ADPLList, Oct 2021 – present
- Visual and Interaction Designer, Mobile Apps for Early-Stage Startups, Appetizer Mobile
- Junior Designer, Healthcare Interfaces for Web and Mobile, True Parallel

Education

NC State University, Raleigh, NC
Bachelor of Art (BA), Design Studies

Nielson Norman Group
UX Certificate (Nov 2019)

Skills

- Figma • Webflow • Adobe Creative Suite • Microsoft Office • HTML • CSS • JavaScript • Axure • ChatGPT
- Gemini • Grok • Riplit • Claude • Bilingual English & Mandarin