LAWRENCE LEE

Lead/Staff Product Designer | Adtech, Fintech, B2B SaaS, AI | 0→1 & scale

(919) 600-3199
lawrencemlee61013@gmail.com
linkedin.com/in/lawrencelee2

Portfolio: www.lawrencemlee.com/ (Password: DEsi9nit@2018)

Lead/Staff Product Designer with **10+ years** building **0→1 and scaling workflow platforms** in **AdTech, FinTech, and B2B SaaS** (The Trade Desk, Roku, JPMorgan Chase). I turn complex, multi-party operational systems into clear, scalable products—balancing speed and governance, aligning senior stakeholders, and delivering measurable results in revenue integrity, adoption, and efficiency.

Core competencies:

0→1 Product Design	Design Systems	Regulated Workflows
Stakeholder Alignment	Cross-functional Leadership	Service Blueprinting
Product Strategy	UX / UI Design	Generative AI

Key Achievements

- The Trade Desk: Automated mid-flight contract revenue leak detection, recovering ~23–30% previously leaked revenue. Cut detection from weeks to 1–2 days; +20% adoption; shipped in 6 weeks.
- Roku: Launched 0→1 campaign management tool, halving Client Services setup time (~32→16 hrs) and driving +5% ad sales monetization within ~3 months of GA.
- JPMorgan Chase: Redesigned asset transfers via end-to-end service blueprint, reducing complaints 15%. Led compliant investment deposit UX driving +300% deposits.

Professional Experience

Staff Product Designer - The Trade Desk

New York, NY | Apr 2024 – Nov 2025

Company context: Public AdTech company; B2B SaaS demand-side platform (DSP) powering a two-sided programmatic ads marketplace connecting advertisers and supply partners.

- Owned seller-side contract workflows and publisher tooling across OpenPath, Deal Desk, and the broader sell-side product suite on a 3-person design team.
- Redesigned seller/publisher platform to automate mid-flight revenue leak detection, cut detection from weeks to 1–2 days by standardizing interoperable seller & buyer terminology across contract workflows. Drove +20% adoption within a 6-week delivery timeline.
- Built a unified seller-side design language across OpenPath and Deal Desk, reducing time for engineers and designers to find and apply correct components from days to hours.
- Owned the seller-side roadmap—defined North Star and MVP, then convinced VP of Product and VP of Engineering to shift from big-bang launch to phased releases, reducing priority thrash across PM and Eng leads.

Lead Product Designer - Roku

New York, NY | Oct 2021 – Nov 2023

Company context: Streaming platform with a large advertising business; designed within Roku Ads / internal AdTech supporting the end-to-end advertising revenue ecosystem.

- Solo designer scaled to a team of 2; owned 0→1 ad order and campaign management from MVP through GA.
- Designed and launched campaign management tool that cut setup time from ~32 to ~16 hours and reduced cross-tool handoffs for Ad Ops, Inventory, and Approval teams. Increased ad sales monetization +5% within ~3 months of GA.
- Shipped MVP fast, then introduced a documented intake and prioritization system (triage, backlog rules, ownership) to stabilize the UX pipeline and keep roadmap aligned with Head of Product and Director of Product.

Senior UX Designer - JP Morgan & Chase Co.

New York, NY | Jan 2018 – Sep 2021

Company context: Global financial services leader; designed for Chase Wealth Management experiences supporting millions of customers in regulated financial workflows.

- Reframed an "asset transfer UI refresh" into an end-to-end service blueprint across customers, back-office ops, and third-party institutions. Shipped clearer transfer-status model with plain-language states and next-step guidance—reducing complaints 15%.
- Drove +300% investment deposits by designing compliant check deposit UX for investment accounts. Navigated tradeoffs between compliance precision and user clarity across Retail Money Movement, Wealth Money Movement, and Legal/Compliance, including rollover scenarios (401(k)→IRA, Roth/Traditional routing).
- Redesigned communications preferences across email, mobile, and web to unify notification management across Chase products.

Senior UX Designer - Accenture Song
New York, NY | Jan 2017 – Dec 2017

Company context: Global creative technology firm building the future of business at the intersection of creativity and technology.

- Redesigned B2B customer order and checkout experience for 3M.com, reducing dropout rates 13%.

UX Designer and Strategist - Designit
New York, NY | Jul 2015 – Jul 2017

Company context: Strategic design consultancy focused on human-centered products, services, and experiences.

- Redesigned Microsoft Connect developer platform that modernized file management wizard and analytics dashboard to improve file performance and status visibility.
- Developed and pitched new product concepts to clients including Cisco, designing a conceptual AI teleconferencing platform.

Additional Relevant Experience

- UX & Product Management Mentor (3K+ volunteer hours), ADPList, 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

Nielsen Norman Group
UX Certificate (Nov 2019)

Skills

Design: Figma, Webflow, Adobe Creative Suite, Axure
Technical: HTML, CSS, JavaScript, AI-assisted design workflows (Claude Code, Replit, Gemini, ChatGPT, Grot, etc)
Languages: Bilingual English & Mandarin