LAWRENCE LEE

New York, NY
(919) 600-3199
lawrencemlee61013@gmail.com
linkedin.com/in/lawrencelee2
Portfolio: lawrencemlee.com
(Password: DEsi9nit@2018)

Staff Product Designer — Enterprise Decision Systems
AdTech • FinTech • B2B SaaS

SUMMARY

Staff Product Designer with 10+ years designing enterprise decision systems and operational workflow platforms across AdTech, FinTech, and B2B SaaS (The Trade Desk, Roku, JPMorgan Chase).

Specialize in transforming complex multi-party operational systems into scalable products that surface critical signals, reduce operational lag, and protect revenue integrity while aligning Product, Engineering, Data Science, and Compliance stakeholders.

KEY ACHIEVEMENTS

- **Revenue Integrity — The Trade Desk:** Recovered **~23–30% revenue leakage** by redesigning deal monitoring workflows that previously detected underperforming seven-figure advertising contracts weeks late, enabling advertisers and publishers to intervene within **1–2 days.**
- **Operational Efficiency — Roku Ads Platform:** Reduced advertising campaign setup time from **~32 hours to ~16 hours** by launching Roku Ads' first internal campaign management system used by Client Service, Ad Ops, Inventory, and Approval teams.
- **Customer Experience — JPMorgan Chase Wealth Management:** Redesigned digital asset transfer workflows across wealth management products, reducing customer complaints **15%** and enabling the first investment based mobile check deposits that increased deposits **+300%.**

PROFESSIONAL EXPERIENCE

The Trade Desk   New York, NY
Staff Product Designer   Apr 2024 – Nov 2025
Public AdTech platform (~3,000 employees, ~$2B revenue) powering global programmatic advertising marketplaces used by major advertisers and publishers. Position eliminated due to restructuring.

- Staff designer within a **3-person product design team**, responsible for seller-side operational workflows across OpenPath, Deal Desk, and supply-side platform tools.
- Reframed a contract-management redesign into a **shared deal intelligence problem**, shifting the platform strategy toward early detection of underperforming advertising contracts.
- Led design of seller-side deal monitoring system enabling buyers and publishers to detect issues within **1–2 days instead of multiple weeks**, reducing exposure to multi-million-dollar budget leakage across high-value advertising deals.
- Introduced **deal health scoring and real-time performance signals**, allowing advertisers to detect underperforming contracts within **1–2 days.**

- Defined unified seller-side design system across OpenPath and Deal Desk, reducing component discovery time for designers and engineers from **days to hours.**
- Influenced VP-level Product and Engineering leadership to move from a big-bang launch strategy to **phased platform rollout,** improving roadmap stability and cross-team coordination.

Roku   New York, NY
Lead Product Designer — Roku Ads   Oct 2021 – Nov 2023
Streaming platform and advertising ecosystem (~3,500 employees, ~$3B revenue) supporting 80M+ streaming households and a rapidly expanding advertising business.

- Founding designer for Roku Ads campaign management platform, initially operating as **solo designer and later scaling to a 2-designer team** supporting advertising operations systems.
- Led design and launch of Roku's first internal campaign order management platform supporting Client Service, Ad Ops, Inventory, and Approval teams.
- Reduced campaign setup time from **~32 hours to ~16 hours**, improving operational efficiency across advertising sales workflows.
- Increased ad sales monetization **+5% within three months of GA** through improved campaign execution and workflow visibility.
- Introduced design intake and prioritization system aligning roadmap planning across Product leadership and Engineering teams.

JPMorgan Chase & Co.   New York, NY
Senior UX Designer — Wealth Money Movement   Jan 2018 – Sep 2021
Global financial services leader (~250,000 employees, ~$160B revenue) serving millions of retail banking and investment customers.

- Senior designer on the Wealth Money Movement platform designing regulated financial workflows across digital banking products.
- Reframed an asset transfer redesign into an **end-to-end service blueprint** spanning customer interfaces, internal operations, and third-party financial institutions.
- Redesigned digital asset transfer workflows with clearer status states and guidance, reducing customer complaints **15%.**
- Designed compliant investment check deposit experience enabling mobile deposits for investment accounts and driving **+300% deposit growth.**
- Navigated complex regulatory constraints by aligning Product, Engineering, and Legal/Compliance stakeholders across multiple financial platforms.

ADDITIONAL EXPERIENCE

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

Designit   New York, NY
UX Designer & Strategist   Jul 2015 – Jul 2017

Appetizer Mobile   New York, NY
Visual & Interaction Designer   Sep 2014 – May 2015

True Parallel   New York, NY
Junior Designer   Aug 2013 – Aug 2014

Deutsche Bank   New York, NY
Interaction Design Intern   Aug 2012 – May 2013

TEACHING & INDUSTRY CONTRIBUTIONS

ADPList   Global
UX & Product Design Mentor   Oct 2021 – Present

- Mentored **300+ designers across 3,000+ mentorship hours,** coaching designers on UX strategy, product thinking, and career progression into senior IC roles.

BrainStation   New York, NY
Adjunct Instructor — UX Design   Jan 2023 – May 2025

- Part-time instructor teaching UX and product design while mentoring students on **product thinking, design strategy, and portfolio development.**

SKILLS

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

EDUCATION

North Carolina State University   Raleigh, NC
Bachelor of Arts — Design Studies (Multimedia & Interaction Design)   2010 – 2013

Nielsen Norman Group   Remote
UX Certification   Nov 2019