

LAWRENCE LEE

STAFF PRODUCT DESIGNER Enterprise and AI-Assisted Products

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Staff Product Designer with 10+ years defining strategy in ambiguous problem spaces: AI-assisted decision tools, 0-to-1 platforms, operational workflow, and design infrastructure across **AI, FinTech, AdTech, and B2B SaaS**.

PROFESSIONAL EXPERIENCE

Product Design Consultant — The Carlyle Group Jun 2026 – Present

Global private equity firm. Embedded with an internal platform team, defining the product and design foundation for enterprise workflow tools used across the firm.

- **Optimization Execution** — Defined the foundation strategy for an inherited, undocumented component library, sequencing what to replace, defer, or co-develop with engineering against platform priorities and downstream feature dependencies
- Scoped and delivered the foundational layer against a 2-month target: tokens, typography, spacing, and core interaction patterns, with matched Figma components and adoption docs.
- Established an **AI-assisted design-to-code workflow** across Pen.dev, Figma, Claude Code, Figma MCP, Cursor, and engineering PRs, cutting a typical component cycle **from 2–3 days to roughly 1 day** and letting engineers validate tokens in local builds and extend components against shared documentation.

Staff Product Designer — The Trade Desk Apr 2024 – Nov 2025

Public AdTech platform with 3,000 employees, gaining \$2B revenue, powering global programmatic advertising marketplaces used by major advertisers and publishers. Responsible for seller-side operational workflows across OpenPath, DealDesk, and supply-side platform tools.

- **Revenue Integrity** — Recovered **23–30% revenue leakage** by redesigning deal monitoring workflows that previously detected underperforming seven-figure advertising contracts weeks late.
- 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 and deal health scoring signals, allowing buyers and publishers to detect issues within **1–2 days instead of multiple weeks**.
- Defined unified seller-side design system across OpenPath and DealDesk, 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.

Lead Product Designer — Roku Ads Oct 2021 – Nov 2023

Streaming platform and advertising ecosystem with 3,500 employees, gaining \$3B revenue through supporting 80M+ streaming households and a rapidly expanding advertising business.

- **Operational Efficiency** — 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.
- Founding designer for campaign management platform, scaling from **solo designer to a 2-designer team** supporting advertising operations.
- 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.

Senior UX Designer — JPMorgan Chase Jan 2018 – Sep 2021

Global financial services leader serving millions of retail banking and investment customers. Responsible for designing the Wealth Management Money Movement platform across digital banking product and services.

- 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.

DESIGN TOOLS

- Figma
- Webflow
- Pen.dev
- Adobe CS

TECHNICAL & AI-NATIVE PRACTICE

- Claude
- ChatGPT
- Gemini
- Replit
- Cursor
- Vercel
- CSS
- Javascript
- HTML

RESEARCH SKILLS

- Qualitative Research
- Survey Analysis
- Heuristic Evaluation
- Card Sortings
- A/B Testing
- Journey Mapping
- Market Research & Analysis
- Usability Audit
- Design Research
- Service Blueprint

LANGUAGES

English Mandarin

EDUCATION

BA, Design Studies
Multimedia & Interaction Design
North Carolina State University

UX Certification
Nielsen Norman Group

MENTORSHIP IMPACT

300 + Designers mentored at ADPList, **3000 + Mentorship Hours** and helped placed **10 junior designers** to land their first role

ADDITIONAL EXPERIENCE

Senior UX Designer
Accenture Song · Jan – Dec 2017

UX Designer & Strategist
Designit · Jul 2015 – Jul 2017

Visual & Interaction Designer
Appetizer Mobile · Sep 2014 – May 2015

Junior Designer
TrueParallel · Aug 2013 – Aug 2014