

LAWRENCE LEE

STAFF PRODUCT DESIGNER Enterprise Decision Systems

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Staff Product Designer with 10+ years designing enterprise decision systems and operational workflow platforms across **AdTech, AI, FinTech, and B2B SaaS**.

PROFESSIONAL EXPERIENCE

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 Roku Ads campaign management platform, initially operating as **solo designer and later scaling to a 2-designer team** supporting advertising operations systems.
- 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 with 250,000 employees, earning \$160B revenue annually, 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.

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

TEACHING & INDUSTRY CONTRIBUTIONS

UX & Product Design Mentor — ADPList

Oct 2022 – Present

UX Design Adjunct Instructor — BrainStation

Jan 2023 – May 2025

DESIGN TOOLS

Figma

Webflow

Pencil.dev

Adobe CS

TECHNICAL & AI-NATIVE PRACTICE

Claude

ChatGPT

Gemini

Replit

Vercel

HTML

CSS

Javascript

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