

TAMMY LEE

Senior Product Designer

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End-to-end design leader and strategic thinker skilled at crafting intuitive, thoughtful, and delightful customer experiences that drive business impact. Experienced across web, iOS, and Android platforms, with a strong background in both enterprise and consumer markets.

WORK EXPERIENCE

Collective Voice, Rakuten - Senior Product Designer | San Francisco, CA | Oct 2024 - Current

Adtech platform empowering creators and brands to grow revenue through affiliate marketing and strategic partnerships.

- Led the design of a 0→1 B2B and B2C self-service platform enabling seamless partnerships between creators and brands.
 - Designed end-to-end platform experiences: creator discovery, self-service gifting for retailers, and creator tools to manage gift invitations.
 - Developed analytics dashboards for creators and retailers to track delivery, acceptance, and campaign performance.

Epic! Creations - Senior Product Designer | Redwood City, CA | Oct 2021 - April 2024

SaaS EdTech company with a mission to help kids enjoy reading.

- Led the design of a large scale, 0→1 B2B platform called Epic School Plus. Targeted a total addressable market exceeding \$100M with potential to more than double Epic's revenue.
 - Resulted in \$10M in qualified leads, \$2.5M in revenue and onboarded 266K users to the platform within just the first quarter.
 - Maintained a record low average of 21 weekly customer support tickets post launch.
- Created design solutions for many audiences and use cases including teachers, administrative leaders, students and internal customer service reps. Designed app reports, a multi-class management interface, account provisioning and a school directory.
- Drove growth by enhancing conversion rates for freemium to paid customers via rapid A/B and multiple variant experimentation.
- Worked with internal and external multi-disciplinary teams including product, engineering, UX research, content, customer service, and marketing.

Navio – Senior Product Designer | San Francisco, CA | Feb 2020 - Sept 2021

HealthTech company with a mission to improve the quality of life for patients with brain cancer.

- Led the end-to-end design of a B2B2C medication app that helped patients keep better track of cancer regimens.
- Worked on a B2B app for providers in clinics to help them keep track of cancer regimen across their patient panel.

Vim – Product Designer | San Francisco, CA | Oct 2017 - Jan 2020

HealthTech company with a mission to connect patients to high quality care.

- Led the design of a web-based, B2B app to help referral coordinators track patient referrals.
- Designed a B2B2C search and scheduling feature to connect patients with high quality doctors.
- Created, managed and expanded the design system in order to bring consistency to the app and optimize the design and development process.
- Worked closely with engineering and the QA team to employ various troubleshooting methods to address issues post a feature launch.
- Analyzed business metrics to identify feature issues that informed product design strategy.

Parasail Health – Senior UI Designer | Sausalito, CA | May 2016 - Sept 2017

HealthTech company with a mission to help make the cost of care more affordable.

- Designed mobile applications and brand collateral that helped patients easily estimate medical procedures and understand their medical benefits.

LeapFrog Enterprises – Senior Web Designer | Emeryville, CA | Feb 2010 – Apr 2016

EdTech company with a mission to unlock the potential of every child.

- Art directed five major product marketing launches including the LeapPad, an educational kid's tablet that sold out within the first 2 months and became the #1 ranking toy for major retailers.
- Collaborated with multi-disciplinary teams to ensure cohesive and impactful product marketing strategies.

CORE SKILLS & TECHNICAL PROFICIENCIES

Product Design, Product Thinking, User Experience, User Interface, Interaction Design, Problem Framing Methodology, User Research, Customer Research, Agile Design, A/B Testing, Usability

Testing, Prototyping, Wireframing, Competitive Analysis, Information Architecture, Visual Design, Art Direction, Figma, Figjam, Loom, Miro, Webflow, Asana, Jira, Slack, Adobe Photoshop, Illustrator, Acrobat, Sketch, Working knowledge of HTML, CSS and Java.

EDUCATION

University of California, Los Angeles | Westwood, CA

Bachelor of Arts, Design and Media Art