

TAMMY LEE

Senior Product Designer

<https://tammylee.webflow.io> | Oakland, Ca 94611

tammylee12@gmail.com | 510-299-1850

End-to-end strategic thinker and design leader adept at crafting delightful, intuitive, and trustworthy customer experiences that align with complex business requirements. Specializes in SaaS products across web, iOS, and Android platforms, spanning both enterprise and consumer markets.

WORK EXPERIENCE

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

SaaS 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 partnerships between creators and brands.
 - Designed end-to-end platform experiences in creator search tools, self-service gifting, and tools to manage gift invitations.
 - Developed analytics dashboards for creators and retailers to track impact of campaign performances.
 - Led quantitative and qualitative research initiatives to validate design decisions.

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

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

- Owned the design vision and execution for launching the company's first paid B2B product, Epic School Plus, targeting a total addressable market exceeding \$100M.
 - 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.
- Designed solutions for multiple user types — including teachers, admins, students, and customer service reps — spanning reports, multi-class management, account provisioning, and directory tools.

- 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 end-to-end design of a medication tracking app, balancing complex technical constraints with the need for a clear and trustworthy user experience.
- Worked on a B2B app for providers in clinics to help them keep track of cancer regimens across their patient panel.
- Drove product direction using **user research, usability testing**, and market analysis to design flows that simplified patient and provider decision-making.

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

SaaS 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, maintained, and contributed to a design system, improving cross-platform consistency and development efficiency.
- Analyzed business metrics to identify feature issues that informed product design strategy.

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

SaaS 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.

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