

Ted(Taehyun) Lee

AI Product designer

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Work Experience

OpusClip - Product Designer, AI & Growth

Jun 2025 – Present / Palo Alto, CA

- 0→1 Credit System & Growth: Designed Agent Opus' credit-based pricing on a shared wallet with the \$44.3M ARR OpusClip platform—turning three billing moments (paywall, mid-task top-up, plan upgrade) into conversion points; generated \$1.53M ARR and ~4,540 paid subs in 8 weeks, with 9.5% upsell conversion
- AI Agentic Product Design: Designed auto clip-selection flows for rapid PMF validation, and redesigned the multi-channel Scheduler with AI-generated post copy adopted as-is by 80% of users
- AI Creation Experience: Optimized three Agent Opus flows—Avatar, Voiceover, and Asset Uploader—lifting daily project submissions 2.3x and achieving a 51% download conversion; stabilized Gen-AI video quality via structured prompt engineering
- 0→1 iOS App: Led design for OpusClip's first iOS app since launch, reaching a 4.9 App Store rating, 49.86K WAU, and 19.54K weekly new users, with 63% new-user share

Vasion - UX/UI Designer

Jul 2024 – Jun 2025 / New York, NY

- Increased acquisition CTR by optimizing SaaS 'Discover' flows and established an open-source design system for unified engineering/marketing execution

HeyKorean - Product Designer (Part-time)

Apr 2024 – Jun 2025 / New York, NY

- Revamped the Real Estate Marketplace (75K WAU) by launching a Listing Request MVP; drove a 25% increase in user-to-agent inquiries and 18% rise in paid listing purchases while establishing a design system with 40+ components

Viasat - Product Designer, Design Systems

May 2022 – Nov 2023 / New York, NY

- Scaled enterprise design systems with 10K+ weekly component insertions and 80%+ stakeholder satisfaction by delivering robust documentation and accessible UI patterns compliant with WCAG AA standards

Tesser - Product Designer

Jan 2021 – Jan 2022 / Seoul, South Korea

- Launched AI medical app 'Ontol' (20K+ downloads) with intuitive AI-driven data visualizations, and achieved a 58% signup conversion boost for Lepius by streamlining the onboarding funnel

Education

School of Visual Arts

Master's in Interaction Design

Sep 2021 – May 2023 / New York, NY

Yeungnam University

Bachelor's in Visual Communication Design

Mar 2012 – Feb 2018 / Gyeongsan, South Korea

Skills

- AI-Driven Development: Vibe-coding, Prompt Engineering
- Enterprise-scale Design System Expertise, Documentation
- Interactive prototyping, and micro-interactions (Rive, Lottie)
- Data-driven Design Decision Making
- Strategic Thinking, Problem-solving
- Versatile Testing Methods (A/B Testing, User Testing)