

Adam Lee

Senior Product Designer with experience scaling SaaS products at early-stage startups

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EXPERIENCE

(9y, 9m)

Senior Product Designer	10.2022 - 09.2025	(3y, 0m)
Product Designer	01.2021 - 10.2022	(1y, 9m)
<u>CommerceBear</u>	Toronto, ON	

Owned all design functions across multiple SaaS products, marketing, and branding, establishing the company's first design system

Influenced feature and roadmap direction by organizing and running user research and testing sessions at all stages of the design process

Supported fundraising efforts by collaborating with the executive team on pitch decks and investor materials that contributed to \$10.5M USD of net seed funding

Enhanced product quality by instituting a design-led QA process for all user-facing development work

Strengthened company visibility at trade shows and online through improved creative (ads, stickers, t-shirts, etc.)

Product Designer	12.2016 - 07.2020	(3y, 8m)
Product Design Intern	05.2016 - 12.2016	(8m)
<u>Veyo</u>	San Diego, CA	

Launched a transportation management portal used by 250+ medical facilities across two states, improving and modernizing the scheduling process

Contributed UX/UI and front-end code for two teams shipping three separate products

Elevated brand storytelling by storyboarding, illustrating, and animating video content for marketing, training and executive communication

Product Design Intern	01.2015 - 12.2015	(8m)
<u>Kik</u>	Waterloo, ON	

Automated app store screenshot exports, saving the team hours of manual work each release cycle

EDUCATION

BES, Urban Planning	09.2012 - 06.2017
<u>University of Waterloo</u>	Waterloo, ON

Graduated with an Urban Design Specialization, learning and applying human-centred design principles in a regional context and scale

Developed skills in research, prototyping, and stakeholder engagement that enabled a smooth transition into product design

Published illustrations in **Global Change and the Caribbean: Adaptation and Resilience (2016)**

PROJECTS

<u>Humble Design</u>	08.2019
Product Design via <u>Good Measure</u>	

Collaborated with 100+ volunteer creatives to rebrand a San Diego-based non-profit, delivering a new identity that strengthened community engagement and donor outreach

<u>Flex Fox Fantasy Federation</u>	03.2012 - 12.2022
Product Design and Development	

Designed and developed a content platform for a 20-member fantasy baseball league

Edited and produced weekly podcast content for 5+ years, sustaining member engagement and growing the league's digital presence