

BRUCE LEE

SENIOR UX/PRODUCT DESIGNER

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EXPERTISE

- **UX research**
Extensive
- **UX design**
Extensive
- **Photography**
Extensive
- **Videography**
Extensive
- **Animation**
Average
- **Figma**
Expert
- **Sketch**
Extensive
- **Airtable**
Extensive

WORK EXPERIENCE

Unigroup inc.

9/22 - present

Product Design Manager

Figma, Zoom (for user interviews), Airtable

- Demonstrated exceptional leadership skills in overseeing a team of Senior and Junior UX/Product Designers, providing guidance, feedback, and mentorship to ensure the timely delivery of high-quality design initiatives.
- Conducted in-depth user research sessions, leveraging a diverse range of methodologies and tools to gather valuable insights and feedback to inform the design process.

Jones Lang-LaSalle

10/18 – 9/22

Lead UX Designer

Figma, Miro, HTML, SCSS, JS, Illustrator, Photoshop

- Championed the design initiatives for a Fortune 500 company's flagship web presence (jll.com), collaborating with cross-functional teams and stakeholders to deliver an exceptional user experience that exceeded business goals and customer expectations.
- Designed and implemented a new website design language, comprising of fonts, images, layouts, and user flows, resulting in a modern and visually engaging user interface.
- Collaborated with the research team to analyze user behavior and devise optimal strategies for maximizing web conversion rates and user retention, resulting in a significant increase in engagement and overall business performance.
- Conceptualized and designed interfaces and user experiences for a range of products, including web portals and real estate industry sales facilitation tools, that met the unique needs of both internal teams and external clients, resulting in increased productivity, enhanced user satisfaction, and improved business outcomes.
- Worked collaboratively with designers and developers to establish a company-wide design system for web applications, serving hundreds of clients and Fortune 500 companies, resulting in increased consistency and scalability.

343 Industries

12/17 – 9/18

Senior UX Designer

Figma, HTML, SCSS, JavaScript, C#, Photoshop

- Designed intuitive and visually engaging user interfaces for toolsets that were utilized throughout the studio to develop Halo: Infinite, enhancing productivity and improving the overall user experience for the development team.
- Collaborated closely with internal clients to identify and resolve bugs, document designs, and create high-fidelity mockups and prototypes, ensuring that all deliverables were aligned with project goals and met the requirements of stakeholders.

Real ROI

7/16 – 12/17

Engineer, Sr. Front-End

HTML, Handlebars, CSS, jQuery, After Effects

- Developed hundreds of new advertising units for various types of campaigns and brands related to online gambling in Europe.
- Delivered landing pages for products geared towards online services in the gaming industry for Nordic and Central European countries.
- Leveraged handlebars and other templating languages to create dynamic and editable web applications that enabled my team to rapidly deploy a wide range of landing pages, utilizing our in-house system and reducing time-to-market for critical initiatives.

WORK EXPERIENCE CONT'D.

Amazon

12/15 – 7/16

Design Technologist Node.js, jQuery, JavaScript, HTML, CSS

- Helped launch one of the most expensive endeavors to date for Amazon.com (Amazon Fresh “Yoda” launch, 2016)
- Collaborated with marketing team members in building custom site features and campaigns for brands like Kellogg’s, Coca-Cola, General Mills, Dannon, and Chobani
- Designed and developed browser and web-based tools that facilitated the maintenance and enhancement of Amazon Fresh’s legacy site, resulting in increased operational efficiency and improved user experience for customers.
- Successfully integrated internal web frameworks into existing solutions, enhancing functionality and scalability while ensuring seamless integration with existing systems and applications.

UNIB

Solutions

2/13 – 9/15

Production Designer Bootstrap, Coffeescript, Jade, jQuery, LESS, Node.js

- Developed a cutting-edge, responsively-designed onboarding application that provided a seamless user experience for new users, resulting in increased user engagement and satisfaction.
- Worked cross-functionally with engineers, clients, and product analysts to identify and implement new features for UNiB’s onboarding application, resulting in an enhanced user experience that increased customer retention and satisfaction.
- Revitalized the company’s logo and identity using modern design principles, resulting in a unique and easily recognizable brand that reflected the company’s values and mission.
- Conceptualized and delivered exceptional user interfaces on large-scale projects, leveraging a diverse range of design principles and tools to create engaging and intuitive user experiences.
- Created a comprehensive marketing identity for the 2014 and 2015 campaigns aimed at attracting new channel partners, which included designing and developing brochures, videos, and a landing page that effectively communicated the company’s value proposition and unique selling points.

EDUCATION

• Austin Community College 2011

Visual Communications

- 3d drafting and design
- visual arts