



GRACE LEE

PRODUCT DESIGNER

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EXPERIENCE

Senior Product Designer

Pandora (Remote) Jul 2022–Mar 2023

- Initiated and drove multiple research and UX + UI audit initiatives for both AMP and CreatorCast.
- Partnered with staff designer on Listeners team to plan for design improvements for Programming experience in effort to bridge Creators and Listeners design teams.
- Redesigned AMP UI as exploration and concepting within discovery initiatives via prototypes and design meetings.

UX Designer

Beyond (Remote) Jan 2022–Jun 2022

- Partnered closely with content strategists to define branding and content for large cryptocurrency platform.
- Elevated visual styles in conjunction with utilizing existing branding and style guide principles.
- Expanded design assets to create a wider reaching brand identity for both institutional and consumer user types.

Product Designer

Devbridge (Chicago) Jul 2020–Jan 2021

- Co-led design strategy and testing initiatives for complex implementation projects.
 - **Financial Assessment Platform:** Design new web product to evaluate banks from the ground up.
 - **Automotive Management System:** Design core experience to increase efficiency across legacy internal management platforms.
- Created new and expanded existing design systems.
- Conducted, facilitated, organized client workshops for design requirements gathering and alignment building.

Product Designer

Digital Intent (Chicago) Apr 2018–Feb 2020

- Spearheaded firm wide design to development framework and process, adding to client involvement throughout product design and development.
 - **Chicago Bulls:** Redesign website and branding initiative to increase NBA game attendance and streamline fan experience.
 - **Kindred Healthcare:** Enhance mobile app, web, and enterprise UX and UI platforms.
- Revamped information architecture and UI guidelines for major enterprise research platform, resulting in global implementation for 10,000+ users.

SKILLS

Wireframing

Prototyping

Research

Journey Mapping

Task Analysis

User Stories

HTML

CSS

Javascript

Interaction Design

Visual Design

TOOLS

Figma

Sketch

Framer

Illustrator

Photoshop

After Effects

Adobe XD

Principle

Axure

Keynote

Final Cut Pro

AWARDS

Reno Brekkie Pitch Competition

1st Place 2015

Reno Startup Competition

Finalist 2014

EDUCATION

University Of Notre Dame

BBA, Finance and Chinese 2013