

# Jason Lee

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## Twitch (Amazon)

### Senior Design Lead - Viewer Monetization

Apr 2023 - Jan 2024

Responsible for setting the vision for Viewer Monetization - Ads, Commerce, Sponsorships. Other responsibilities include: Leading cross-functional workshops & sprints to define the roadmap; Designing for the most complex problems on the roadmap; Identifying viewer & creator needs and advocating for their prioritization; Mentoring designers & educating the org on our learnings; Establishing a culture of collaboration amongst Ads and Commerce designers.

*Key Impact: Established the design vision for the 2024 Bits Strategy; Launched 2 of our most complex products Hype Chat & Pinned Cheers; Led 3 design sprints with 5-10 designers to tackle our most complex problems - mobile feed, channel page redesign & microtransactions.*

### Senior Product Designer - Ads Viewer Experience

Jun 2021 - Apr 2023

Responsible for the Viewer Ad experience; focused on retention and disruption minimization. Other responsibilities include: Innovating new native ad formats by collaborating with Sales & core teams; Continuously auditing our Viewer ad experience & Creator monetization efficiency to ensure sustainable growth.

*Key Impact: Self-started an audit of a crucial viewer ad-density mechanisms that was prioritized by our Chief Monetization Officer; Launched high complexity products including Splitscreen Ads, Audio Ads, & other infrastructural products aimed at improving viewer experience; Advocated for better creator tooling around ad break awareness.*

## Electronic Arts (EA)

### Senior UX Designer

May 2019 - May 2021

Responsible for growing & maintaining the EA ad product portfolio across 15+ different titles such as FIFA, Plants vs Zombies, The Sims, & Madden and more; across web, console & mobile.

*Key Impact: Collaborated with our game studios to create platform consistent ad experiences, as well as bespoke sponsorships that drove hundreds of millions of dollars in revenue globally; Creative directed a first-of its kind Virtual stadium sponsorship.*

### Interaction Designer

Sep 2018 - May 2019

### Interactive Production Designer

Aug 2014 - Sep 2018

### Interactive Design Specialist

Sep 2012 - Jul 2016

## ThriveDX

### Lead UX Instructor & Mentor, Part-time

Apr 2022 - Mar 2023

Responsible for establishing curriculum, driving lectures & workshops, delegating tasks to the support instructor, grading student projects, and mentoring students for the Introductory UX Design course at CSULB.

## Skills

Product Strategy, Leadership & Mentorship, User-Centric Design, Design Thinking, Interaction Design, Wireframing & Prototyping, Responsive Design, Agile & Scrum methodologies, Accessibility & Inclusive Design, Data-Driven design, Figma & Adobe, Customer Journey Mapping, Collaboration with Product and Engineering teams, Experience with International teams, Innovative thinking.

## Education

### CalArts

2007 - 2011

BFA, School of Art - Design. 3.9 GPA