

TAMMY LEE | *Lead Product Designer*

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End-to-end product design leader adept at crafting delightful and intuitive user experiences that seamlessly align with business objectives. Specializes in web, iOS and android platforms and is experienced with designing for industries including edtech and healthtech.

CORE COMPETENCIES

Product Design, Product Thinking, User Experience & Interface Design, User Research, A/B Testing, Usability Testing, Prototyping, Wireframing, Competitive Analysis, Information Architecture, Visual Design, Art Direction

PROFESSIONAL EXPERIENCE

Epic! Creations - Lead Product Designer | Redwood City, CA | 2021 - Current

An ed tech startup with a mission to unlock the potential of every child via a digital reading application. The app has an average of 10 million monthly active users.

- Led the design of Epic School Plus, a new B2B product that resulted in \$10M in qualified leads, \$2.5M in revenue and onboarded 266K users on to the platform within just the first quarter. Maintained a record low average of 21 weekly customer support tickets post launch.
 - Targeted a total addressable market exceeding \$100M with potential to more than double Epic's revenue.
- Led the design of features that empowered teachers and administrative leaders to access app reports, manage multiple classrooms, and seamlessly integrate with Clever authentication.
- Enhanced conversion rates for freemium to paid customers via rapid A/B and multiple variant experimentation.
- Collaborated with cross-functional teams like product, engineering, ux research, content, customer service and marketing to inform design decisions.

Navio – Senior Product Designer | San Francisco, CA | 2020 - 2021

A health tech startup with a mission to support patients on their cancer journey and advance the standard of care.

- Led the end-to-end design of a medication tracking app that helped patients and providers keep better track of cancer regimens.

Vim – Product Designer | San Francisco, CA | 2017 - 2020

A health tech startup with a mission to lower costs and improve the quality of care for patients.

- Led the design of a web-based app to help referral coordinators track patient referrals.
- Defined, documented and implemented a design system to expedite the design process and reduce product development cost.

Parasail Health – Senior Freelance UI Designer | Sausalito, CA | 2016 - 2017

A health tech startup consultant company that helps patients manage medical bills.

- Designed mobile applications and brand collateral that helped patients easily estimate medical procedures and understand their medical benefits.

LeapFrog Enterprises – Senior Web Designer | Emeryville, CA | 2010 – 2016

An educational toy company creating products that help children learn school and life skills.

- Art directed five major product marketing launches including the LeapPad, an educational kid's tablet that sold out within the first 2 months and became the #1 ranking toy for major retailers.

EDUCATION/TRAINING

Bachelor of Arts, Design and Media Arts,

University of California, Los Angeles – Los Angeles, CA

User Experience Design 1 & 2; Mobile Design; Design Research,

Santa Monica College – Los Angeles, Ca

User Experience Design Bootcamp,

General Assembly – Santa Monica, Ca

HTML / CSS,

BAVC – San Francisco, Ca

TECHNICAL PROFICIENCIES

Software: Figma, Figjam, Loom, Miro, Adobe Creative Suite, Invision, Sketch.

Working knowledge of HTML, CSS & Javascript.