

Dan Lee

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WORK EXPERIENCE

Product Designer (Freelance)

January 2024 - Current

UI/UX Designer

FireMon | February 2022 - November 2023

- Lead UX designer for 3 teams and 3 unique products
- Improved the end-to-end experience for our NSPM, Cloud Defense, and Asset Manager platforms for large enterprises by leading ideation, identifying UX issues, and proposing design solutions
- Collaborated with design team to create interaction strategies and design wireframes and interactive prototypes
- Conducted research with users to make data-driven design decisions
- Communicated and implement technical strategies with product and development teams

Product Designer

Snackable CE | June 2021 - July 2021

- Designed a clickable mobile prototype for Snackable CE that allowed for dentists to receive continuous education credits to renew their licenses
- Developed product strategy with clients by conducting market research and identifying user pain points
- Analyzed quantitative and qualitative data in order to formulate strategies to ideate, design, and usability test mobile app prototype

Product Designer

Cactus Liquor | May 2021 - June 2021

- Led the redesign of Cactus Liquor's website, enhancing the customer experience by introducing a curated staff recommendations section, allowing customers to conveniently order cocktail packages from home
- Developed high-fidelity prototypes and mockups, translating business goals and user needs into polished design solutions
- Played a key role in user research by planning research, conducting interviews, and facilitating prototype usability testing to ensure the design met user expectations and improved conversion rates

Research Intern

Green Kite | May 2019 - February 2020

- Conducted user research through interviews with music listeners to gather insights on audience preferences, trends, and user personas, informing the design and development of song release strategies
- Developed strategic launch plans by integrating user feedback with business objectives, optimizing user engagement and enhancing the overall user experience for song promotions
- Collaborated with leadership to define key outcomes, set project goals, and prioritize tasks, ensuring design and business strategies were aligned with project timelines

Business Owner & Operator

BRGR Bar | February 2015 - December 2020

- Managed day-to-day operations, focusing on delivering a seamless and user-centered customer experience by optimizing service design, staff interactions, and operational workflows
- Led comprehensive user research through customer surveys, focus groups, competitor analysis, and interviews to gather actionable insights into user behavior, pain points, and preferences
- Developed and implemented user experience strategies aimed at enhancing brand perception, improving customer journeys, and increasing user engagement, resulting in higher customer satisfaction and retention

EDUCATION

General Assembly

User Experience Design | July 2021

University of Washington

BA in Visual Arts | Dec 2019

DESIGN SKILLS

Visual Design, Storytelling, Interaction Design, Wireframing, User Research, User Interviews, User Flows, Task Flows, User Personas, Journey Mapping, Site Mapping, Prototyping, Information Architecture, Design Systems, Design Sprints, Usability Testing, Rapid Iteration, Cross-Functional Collaboration, Human-Centric Approach

TOOLS

Figma, Userlytics, Lyssna, Sketch, Jira, Adobe XD, HTML/CSS, Google Analytics, Optimal Workshop, Miro, Canva, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Microsoft Office