

# BRIAN LEE

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## CERTIFICATIONS

### UX Design

Springboard.com

### Practical Design Thinking

Linkedin

### Design Thinking for UX Managers

Linkedin

### AI-Driven Product Designer

Linkedin

### Using AI in the UX Design Process

Linkedin

### Using AI Tools for UX Design

Linkedin

### AI Workflows within Figma

Linkedin

### Prompt Engineering

Linkedin

## EDUCATION

### The University of Texas, Austin

Bachelors of Fine Arts with Honors,  
Studio Art  
May 2002

### The Art Institute of Houston

Associate, Interactive Media Design  
March 2005

### Springboard.com

Certification, UX Design  
February 2019

## SKILLS

- HCI • Prototyping • Wireframing
- Product Design • UX Design • UI Design • AI
- UX Research • Figma • FigJam • Figma Make
- Sketch • Zeplin • Adobe Photoshop
- Adobe Illustrator • Adobe XD • Usability Testing
- Storyboarding • User Personas
- Content Strategy • Mockups • WCAG
- Compliance • User Stories
- Competitive Analysis • Agile
- Project Management • Communication Skills
- People Management • Bootstrap • HTML • CSS
- SCSS • Responsive Web • Video Editing

Certified UX Designer, ridding the world of bad UX with almost 20 years of professional UX/UI/product design experience, designing and managing more than 20+ web-based UIs, seeking to work with talented, like-minded people eager to serve the needs and goals of their users, as well as making a visual impact in all of my work.

## WORK EXPERIENCE

### PRINCIPAL UI/UX DESIGNER

#### WDCD.ME

JULY 2018 – PRESENT

#### User Research

Leading a survey initiative of 50+ users to gauge the user experience and effectiveness of the website

#### Wireframing

Designing wireframes to visually lay out content and functions, as well as high-fidelity concepts of web pages using Figma

#### Design System Library

Organizing and maintaining design system management component libraries using Figma

#### Communication Skills

Partnering with stakeholders to gather requirements to make their project successful for them and their users

### SENIOR PRODUCT DESIGNER

#### PDI TECHNOLOGIES (FM P97 NETWORKS, INC.) AUGUST 2020 – JUNE 2025

#### Prototyping

Developed high-fidelity prototypes through Figma and Zeplin maintaining careful attention to detail to demonstrate the functionality of user interfaces to users and developers in SaaS environment and meet business objectives

#### Wireframing

Created wireframes of 10+ screens for a quick, visual representation of interface layouts through hand sketches and Figma reducing design time by 25%

#### User Research

Conducted user research sessions with 5+ users to gain valuable insight into the user experience to help make needed product improvements to existing interfaces

#### Design System Library

Created a design patterns management library for the existing web interface, improving overall consistency of user interfaces by 75%

#### Communication Skills

Partnered with stakeholders to gather requirements to make their project successful for them and their users

### SENIOR WEB DEVELOPER

#### VERSA CREATIVE

APRIL 2016 – JUNE 2018

#### Team Player

Partnered with the design team in implementing wireframes, prototypes, and concepts for websites for a variety of marketing campaigns

#### Project Management

Used big picture thinking to provide technical product management and supported design and development teams (3+ people) for timely turnarounds on projects

#### Project Lead

Managed and supported design and development teams (3+ people) for timely turnarounds on projects

#### Detail Oriented

Facilitated detailed quality assurance of sites before launch

#### Communication Skills

Partnered with stakeholders to gather requirements to make their project successful for them and their users

### SENIOR WEB DESIGNER/DEVELOPER

#### MMI AGENCY

APRIL 2007 – APRIL 2016

#### UI Design

Improved the design of more than 15+ websites using Sketch and Adobe Creative Suite, including the ease of maintenance through the use of WordPress, creating visually striking layouts while maintaining close attention to details, and allowing for efficient and timely updates to content

#### Prototyping

Created interactive prototypes of web designs using InVision

#### Project Lead

Managed and supported web design/development team (3+ people) for timely turnarounds on projects and maintain focus on business objectives

#### Cross Functional

Led consultations with the account management, design, and development teams for best practices on user experience design, functionality, & compliance

#### Detail Oriented

Facilitated detailed quality assurance of sites before launch