

# BRIAN LEE

+1 (281) 610-8490 | brian.lee.pd@gmail.com | Houston, TX, USA |

linkedin.com/in/brian-lee-uxd/

## PROFESSIONAL SUMMARY

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Senior Product Designer with extensive experience designing intuitive, scalable, web-based products. Takes complex requirements turning them into engaging, usable, user-centered solutions.

## ACCOMPLISHMENTS

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### High-end Restaurant Web Design

*Senior Web Designer / Developer*

*Houston, TX, USA*

- Designed a web-based UI that reflected the fine dining experience of the restaurant, which increased customer traffic by 33%.

### Design System Library

*Senior Product Designer*

*Houston, TX, USA*

- Designed, documented, and executed a UI element and component library, increasing consistency of visuals, behaviors, and functionality by 75% for a web portal used by more than 300 people.

## SKILLS

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**Skills:** Product Design, UI/UX Design, Prototyping, Wireframe, Communications, Teamwork, Figma, Zeplin, Sketch, Adobe Creative Suite, Information Architecture

## PROFESSIONAL EXPERIENCE

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### PDI Technologies

**August 2020 - June 2025**

*Senior Product Designer*

*Houston, TX, USA*

- Designed high-fidelity prototypes that demonstrated, directed, and drove more than 20 web-based projects for stakeholders.
- Worked with cross-platform teams of 5 or more people to identify, discuss, and take action on complex requirements.
- Worked with a junior researcher to plan, conduct, and discuss user feedback from user research sessions, implementing more than 30 usability improvements.
- Created a new design pattern management library for the existing web interface, improving overall consistency of user interfaces by 75%.

**WDCD.me***UI/UX Designer***July 2018 - Present***Houston, TX, USA*

- Led a survey initiative of more than 50 users to gauge, analyze, and take action on the user experience of the website.
- Organizing and maintaining design system component libraries to improve consistency of visuals, behaviors, and functionalities.
- Design System Library: Organizing and maintaining design system management component libraries using Figma

**Versa Creative***Senior Web Developer***April 2016 - July 2018***Houston, TX, USA*

- Partnered with the design team in implementing wireframes, prototypes, and concepts for websites for more than 10 marketing campaigns.
- Used big picture thinking to provide technical product management to advise, guide, and improve design and development teams (3+ people) for timely turnarounds on projects.
- Worked with designers to develop more than 10 websites that were attractive, usable, and effective in increasing user traffic between 15-33%.

**MMI Agency***Senior Designer/Developer***April 2007 - April 2016***Houston, TX, USA*

- Designed more than 15+ websites, creating visually striking layouts that increased user traffic, client revenue, and user satisfaction.
- Improved the maintenance of websites by developing on content management systems, allowing any user to update content easily and reducing the time to update content by 25%.
- Managed and supported web design/development team (3+ people) for timely turnarounds on projects, and maintained focus on business objectives.

**EDUCATION**

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**University of Texas - Austin***Bachelor's, Studio Art***Springboard***Certification, UX Design***Art Institute of Houston***Associate's, Interactive Media Design*