

# Dan Lee

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## WORK EXPERIENCE

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### Lead Product Designer | Sono Bello

February 2025 – May 2026

- Owned end-to-end product design for a high-traffic performance marketing platform at a national cosmetic surgery brand, leveraging AI to accelerate ideation, research synthesis, and cross-functional decision-making, while partnering cross-functionally with marketing, engineering, and analytics teams.
- Spearheaded complete product redesign of the company's marketing site; drove +27% sitewide conversion within 3 months while maintaining WCAG accessibility compliance.
- Defined and executed user journey redesigns across core revenue flows, achieving +52% average CVR lift and +37.5% increase in qualified lead generation.
- Built and scaled a structured A/B and multivariate experimentation framework; ran 80+ tests to validate design decisions and continuously iterate on product improvements, using AI to generate hypotheses and rapidly test design and messaging variants.

### Product Designer | Freelance

January 2024 – February 2025

- Delivered full product design cycles - discovery, research, wireframing, prototyping, and handoff - for clients across e-commerce, SaaS, and service industries.
- Translated user research and behavioral data into targeted design decisions, consistently improving conversion and engagement metrics across web and mobile products.

### Product Designer | FireMon

February 2022 – November 2023

- Owned product design across three enterprise security platforms (NSPM, Cloud Defense, Asset Manager); collaborated with PMs and engineering on roadmap prioritization and feature definition.
- Reduced task completion time by 30% through redesigned interaction patterns and workflows validated through user research and usability testing.
- Led research studies that directly shaped product direction and platform improvements for large enterprise clients.
- Contributed to a shared design system, reducing cross-team inconsistencies and accelerating engineering handoff.

### UI/UX Designer | Snackable CE

June 2021 - July 2021

- Designed an interactive mobile prototype for Snackable CE enabling dentists to earn continuing education credits for license renewal; conducted user research, market analysis, and usability testing.

### UI/UX Designer | Cactus Liquor

May 2021 - June 2021

- Led website redesign for Cactus Liquor, introducing a staff recommendations section that improved UX and online ordering conversion; delivered high-fidelity mockups from user research through prototype testing.

### User Research Intern | Green Kite

May 2019 – February 2020

- Conducted user research and usability testing to inform data-driven product decisions for a music streaming platform.

## SKILLS & TOOLS

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**Product Design:** End-to-End Product Design, Product Strategy, User Research, Usability Testing, Journey Mapping, User Personas, Task & User Flows, Information Architecture, Design Systems, Interaction Design, A/B Testing, Multivariate Testing, Conversion Rate Optimization, Behavioral Analysis, Data-Driven Design

**AI in Design:** AI-Driven Experimentation & Hypothesis Generation, AI-Assisted UX Writing & Copy Optimization, Research Synthesis, Rapid Variant Generation for A/B Testing, Prompt Engineering for Design Workflows

**Cross-functional:** Stakeholder Communication, Design Sprints, Roadmap Contribution, Accessibility (WCAG 2.1/2.2)

**Tools:** Figma, Claude, Gemini, ChatGPT, Sketch, Adobe XD, Miro, Userlytics, Lyssna, Optimal Workshop, Google Analytics, Jira, HTML/CSS, Adobe Creative Suite, Unbounce

## EDUCATION

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**General Assembly** - User Experience Design

**University of Washington** - B.A. in Visual Arts