

Tzuyi Lee

Product Designer with 4+ years experience @ New York

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Portfolio: <https://www.tzuyilee.com/>

"I am a product designer who designs connections."

WORK

Addepar

Product Design Intern
May, 2023 - Aug, 2023

- Improved communication and trust for Financial Advisors and their Clients by enhancing Email Notification experience on **B2B web and mobile platforms** that directly **impacted 100k+ users managing 5 Trillions assets cross 40 countries.**

Grindr

Product Designer
Jul, 2019 - Aug, 2022

- Initiated micro-animation** to the product team through "Viewed Me," It increased click-through-rate by over **100%** per OS.
- Drove over **81% conversion rate** on Android and **41%** on iOS in designing the major feature in the 2022 business goal, "Boost."
- "Intro Offer" was **selected by Apple** as an example of the good new-user-offer design in 2022.
- Drove over **7% of average revenue per user** per OS by redesigning "Store Page."
- Built **1st completed Grindr Design Library** and cleaned over **1000+** style codes and recreated codebase with 2 engineers.

SOV Digital Aligner

Product Design Intern
Feb, 2019 - Jun, 2019

- Spearheaded the design and research of customer relationship management and enterprise resource planning systems with **cross-functional partners.**

Shoptline Limited

Digital Design Intern
Sep, 2018 - Jan, 2019

- Designed high-fidelity user interfaces of the tutorial page for their **350,000+ brands merchants** through Teachable.
- Designed **Google Ads offline campaign**, advertising materials, and video editing with Adobe Photoshop, Illustrator, and After Effects as the only designer in the marketing team.
- Created the template of online tutorial content through After Effects and Adobe Premiere.

Urclass

UI/UX Design Intern
Jul, 2017 - Aug, 2017

- Revamped the official website design by conducting **10+** user interviews with **user-centered** approach.
- Led user insight synthesis from co-creations that informed the iteration of the website redesign with strong growth mindset.

LANGUAGE

English	Chinese (Mandarin)
Fluent	Native

EDUCATION

School of Visual Arts

MFA Interaction Design
New York, NY | Sep, 2022 - May, 2024

National Taiwan Normal University

BA Design | GPA: 3.9/4.0
Taipei, Taiwan | Sep, 2015 - Jun, 2019

Shanghai University

BFA Fine Arts | Exchange Student
Shanghai, China | 2016 Fall

SPECIALTY

Cross-functional Collaboration

Agile Development / Design Spec Deliverable / Basic HTML CSS

User Experience Research

Quantitative & Qualitative Research / Human-centric Methodology / Co-creation Workshop

User Interface & Interaction Design

Ideation Workshop / Wireframe / Rapid Prototypes
Softwares: Figma / ProtoPie

Visual Design

Softwares: Adobe Creative Suite / After Effects / Lottie

Soft Skills

Data-driven Mindset / Storytelling / Strategic Thinking