

KIMI LEE

PRODUCT DESIGNER

PORTFOLIO

www.kimilee.com

ABOUT ME

I care about the details and believe the customers' success to be crucial in creating effective and inspiring designs.

I love collaborating with others - brainstorming to create solutions, determining where to grab lunch, and other activities such as cooking and illustration.

SKILLS

Software

Sketch
Photoshop
Illustrator
Invision
After Effects
Final Cut Pro
Principle
Framer
Zeplin

Design

Design Strategy
User Interface
Web Design
Mobile Design
System Design
Wireframing
Prototyping
Whiteboarding
Agile

Research

User Interviews
Design Research
Usability Testing
Journey Mapping
Competitor Analysis

Other

Illustration
Video Editing
Animation
Storytelling
Typography

CONTACT

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WORK EXPERIENCE

Tobii Pro

May 2017 - March 2019

Lead User Experience Designer

- Worked closely with product, engineering, marketing, sales, customer success, and business teams to ship numerous projects on primary research product. A small collection of projects I've worked on include:
 - Sticky by Tobii Pro Design System
 - Customer success driven onboarding flow and resources
 - Defining areas of interest by drawing on the images/videos
 - Automated calibration check points, increasing experiment success rates +5%
- Organized, planned, and executed user research and usability testing.
- Effectively worked within a distributed team primarily based in Sweden and Serbia.
- Spearheaded switch from Zeplin to Sketch + Invision Craft as main design tools, which streamlined collaboration and asset hand off.

Sticky Inc. (acquired by Tobii Pro)

April 2016 - May 2017

UI/UX Lead

- Executed visual redesign of Sticky web platform including +350 components.
- Design strategy and execution of analysis reporting tool and download feature servicing +35 clients including Nielsen, AOL, and Warner Bros. Resulted in the increase of internal and customer efficiency by +15%.
- Scheduled bi-weekly trainings for marketing, sales, and customer success teams for all user interface updates which enabled external teams to learn, feel involved and empowered.
- Collaborated with business and product teams to define personas.

Whitespace Design Fellowship

March 2016 - April 2016

Design Fellow

- Chosen as one of 9 design fellows out of 500+ applicants to participate in the Whitespace Fellowship program in Silicon Valley.

Broken Thumbs Apps

December 2009 - May 2013

Lead Designer

- Managed team of 5 designers to conceptualize and provide all assets for a product line consisting of 20 iOS games, resulting in over 10 million unique app installs.

Tiny Prints

April 2006 - February 2010

Merchandising Designer/Project Manager

- Provided design strategy and execution of multiple internal reporting and processing tools which increased the production team's efficiency by over 20%.
- Designed templates available for purchase on their site.

EDUCATION

University of California, Davis

2001 - 2005

Bachelors of Science, Design