

Ariel Lee

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UX Designer adept at using design tools to create visually impactful and usable digital solutions. A creative problem solver with 4 years' expertise, I collaborate and use empathy to drive improvements in user metrics through using design methodologies and quantitative/qualitative testing.

WORK EXPERIENCE

Amazon • Austin, TX, USA

March 2022 - Present

UX Designer

- Innovated a research backlog system, boosting visibility and prioritization of recommendations by 27% from Q2 to Q3 with a focus on actionable steps and quick wins.
- Spearheaded timely design and delivery of 3 global digital experiences, one of which managed 140k+ documents, to bridge compliance gaps with international and local laws.
- Led in-system UX debt resolution: audited 300+ screens, aligned FE Engineers and Design in workshops, set clear future standards using debt tracking templates and documentation.
- Designed and usability-tested a document-importer, saving the team in 2–3 months of work and enabling self-service features to ensure an on time Audit season.
- Planned and analyzed a mixed-method study with 700+ users insights and identified 3 new response types to improve data mining and insights derived from regulatory inspections.

Remane • Austin, TX, USA

January 2020 - December 2022

CEO/Founder

- Launched product powered by data science addressing a unique market need, offering personalized hair product and care recommendations to people with curly hair.
- Employed agile frameworks, Kanban boards, and visionary leadership to synchronize product development, marketing, and design efforts, ensuring a seamless launch experience.
- Demonstrated scrappy entrepreneurship by securing over \$15,000 in funding from companies such as Target and Tech stars at the height of the pandemic.
- Skillfully blended market research, design storytelling, and data-driven insights to craft a compelling narrative, leading to finalist positions in 6 pitch competitions.

Accenture Digital Studio • Washington, DC, USA

May 2019 - March 2022

Service & Interaction Designer

- Translated technical requirements into 508-compliant wire frames. In an agile environment, formed collaborations across 9 scrum teams ensuring seamless design-to-development process.
- Utilized prototyping, wire framing, and service design principles to conduct usability testing and iterate on designs. Improvements made addressed customer pain points and improved navigation through government platform by 35%.
- Used service blueprinting during workshops and stakeholder alignment sessions helping to clarify ambiguous problem spaces, make decisions, and keep user needs at the forefront for a SaaS product that was to be used by 3.4 Million Americans.

Service & Interaction Design Intern

- Helped plan and facilitate 3 design workshops with stakeholders through capturing actionable insights, defining product opportunities, and clarifying the user journey and personas for a complex system.
- An innovative storyteller, I used story boarding to create a comic that told the story of our customers needs and creatively construed the business value of adopting our planned improvements. This aided in getting multi-million dollar contract renewed.

EDUCATION

Bachelor's In Studio Art

The University Of Texas • Austin, TX, USA

August 2017 - May 2020

CERTIFICATIONS

Pendo Product Lead Certification

Pendo

January 2023 - Present

AWARDS & SCHOLARSHIPS

Forbes Next 1000

Forbes

February 2021

Business Journal 25 under 25 Austin

Business Journal

SKILLS

Design : Design Thinking, Design Workshops, Figma Software, Information Architecture, InVision Studio, Product Design, Research, Sketch, Storyboarding, User Interface Design, User Research, Workshop Facilitation

Art: 2-D Animation, Adobe Creative Suite, Graphic Design, Illustration

Other: Agile methodology, Creativity, Proactive, Storytelling