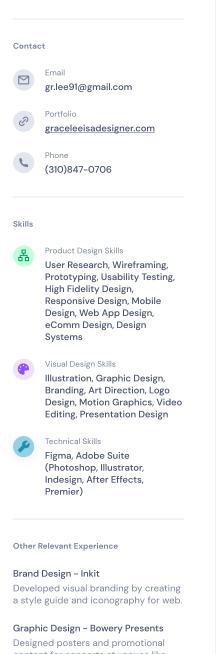
# Grace Lee

## Product Designer



content for concerts at venues like Terminal 5, Music Hall of Williamsburg, and Bowery Ballroom.

#### Video - PS122

Shot and edited video content . for social media, grant proposals, and promotional trailers

### Production Design - Artissimo

Prepped artwork for production. Original artwork were sold for the NFL and NHL sold nationally through Walmart and Target.

Education

### Hamilton College, Class of 2013 BA in Studio Art (Painting) Minor in Mathematics

### Experience

- Regal.io
  - Founding Designer Senior Product Designer May 2022 - Current | • New York, NY

**Freelance Designer** 

Handy

**Product Designer** 

Oct 2017 - May 2022 | ONew York, NY

Jump Ramp Games

Lead Graphic Designer

Sep 2014 - May 2017 | O New York, NY

May 2017 - Oct 2017 | 🝳 New York, NY

Junior Art Director

Kiip

Product Designer, Art Director May 2021 - May 2022 School Los Angeles, CA Regal is an outbound sales platform that uses event-driven data to connect businesses to the right customers at the right time. Regal's mission is to empower sales teams to add the human touch at scale.

As founding designer, I designed the product from the ground up – from our table stakes features such as the Agent Desktop and orchestration tooling like Journeys to moat features like Conversation Intelligence/AI tooling.

My day-to-day responsibilities include:

- Owning and executing design across the entire product lifecycle, from translating business objectives into design goals, conducting research to high fidelity designs.
- Work collaboratively with product managers and CTO on product and go-to-market strategies.

Took a break from my career to paint and work on my side hustles but had the opportunity to freelance! Select projects include:

- Art Direction for Refinery 29
- Product Design for Regal.io
- Branding for an HR app

Handy (acquired by ANGI) is a online marketplace where customers can purchase services upfront or receive quotes for home services. Select experiences include:

- Principal Designer for Handy's Pro and Customer Apps (iOS & Android)
- Developed and maintained Handy's design system
- Developed Handy's B2B product
- Worked on special projects with the CEO such as spinning up an ecommerce experience

Jump Ramp is a game developer with a flagship game, Lucktastic which had 1M daily active users at it's peak. As the junior art director:

- I created original art such as logos and branding assets for daily games
- Video content for in-app and social content.
- Content for partnerships with Snapchat.
- Redesigned the app's UX by reimagining UI and user flows.

Kiip was a mobile advertising platform that offered rewards from brands for virtual achievements. As the lead graphic designer:

- Created campaign creatives for brands like BMW, Capital One, and Snickers; in cooperation with the client and agency.
- Lead UI/UX design for initiatives like Developer Dashboards, Coupon Experience, and redesigning the Kiip Rewards component
- Worked with sales teams on RFP processes.
- Designed landing pages for special projects and initiatives.

# Latest Projects

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### Conversation Intelligence

Conversation Intelligence is a product suite that allows managers to easily evaluate calls, onboard reps faster, and coach reps to be their best. By coupling traditional QA coaching tools and extrapolating structured data from transcripts, business can use Regal's CI tooling to drive higher conversion rates for B2C sales teams.

Conversation Intelligence



### Email Channel

On Regal's omni-channel Agent Desktop, sales teams were already able to make event-driven, branded calls and engage with customers via SMS. By introducing email into the mix, Regal is able to further simplify agent workflows. A unified platform reduces context switching and gives agents a more comprehensive customer context.

### *Email Channel*