

Grace Lee

Product Designer

Contact

Email
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Portfolio
graceleeisadesigner.com

Phone
(310)847-0706

Skills

Product Design Skills
User Research, Wireframing, Prototyping, Usability Testing, High Fidelity Design, Responsive Design, Mobile Design, Web App Design, eComm Design, Design Systems

Visual Design Skills
Illustration, Graphic Design, Branding, Art Direction, Logo Design, Motion Graphics, Video Editing, Presentation Design

Technical Skills
Figma, Adobe Suite (Photoshop, Illustrator, Indesign, After Effects, Premier)

Other Relevant Experience

Brand Design - Inkit

Developed visual branding by creating a style guide and iconography for web.

Graphic Design - Bowery Presents

Designed posters and promotional 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

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

Freelance Designer

Product Designer, Art Director

May 2021 - May 2022 | Los Angeles, CA

Handy

Product Designer

Oct 2017 - May 2022 | New York, NY

Handy (acquired by ANGI) is an 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 e-commerce experience

Jump Ramp Games

Junior Art Director

May 2017 - Oct 2017 | New York, NY

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

Lead Graphic Designer

Sep 2014 - May 2017 | New York, NY

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



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](#)