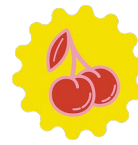# Grace Lee

Founding Designer

EXPERIENCE

Founding Designer | Regal.io

May 2022 - Present, New York, NY

As the founding designer, I worked closely with Product leaders to identity the overall product vision and ensure that design aligns with the set vision :

- Designed table stakes products such as Agent Desktop (contact center), Journeys (customer journey orchestration), and our CRM functionality.
- Developed and maintained a design system by encouraging adherence to set paradigms - establishing a common vocabulary for cross functional teams.
- Evangelized design by proactively addressing and championing user-focused design decisions, using insights from self-conducted customer persona research when articulating designs decisions, and setting internal design cycle process.
- Lead design end-to-end across product areas, in partnership with PMs/CTO, through creating user flows, prototyping, testing, and low to high fidelity design:
  - Projects include: Regal AI and Conversation Intelligence, Email Channel in Agent Desktop, Customer Segmentation, and IVR.

Freelance Product Designer/Art Direction

May 2021 - May 2022, Los Angeles, CA + New York, NY

Select projects include: Art Direction for Vice/Refinery 29, Apparel Design for Rationalle, Branding for an HR app, Product Design for FinTech App

Product Designer | Handy (acquired by ANGI)

Oct 2017 - May 2021, New York, NY

- Principal Designer for Handy's Pro and Customer Apps (iOS & Android)
- Developed and maintained Handy's design system

Junior Art Director | Jump Ramp Games

May 2017 - Oct 2017, New York, NY

- Created original art for daily games for Lucktastic (1M DAU - at it's peak).
- Video and motion graphics work for in-app and social content (Snapchat, Facebook).
- Lead UI/UX redesign of game components.

Lead Graphic Designer | Jump Ramp Games

Sep 2014 - May 2017, New York, NY

- Created campaign creatives for brands like BMW, Capital One, and Snickers.
- Lead UI/UX design for initiatives like Developer Dashboards, Coupon Experience.

Stats

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New York, NY

Social

graceleeisadesigner.com

Product Design Skills

User Research

Prototyping

UI/UX Design

Usability Testing

Mobile Design

Design Systems

Visual Design Skills

Illustration

Graphic Design

Branding/Art Direction

Logo Design

Motion Graphics

Video Editing

Technical Skills

Figma

Adobe Suite

- Photoshop
- Illustrator
- Indesign
- After Effects
- Premier

Education

Hamilton College

Class of 2013
BA in Studio Art (Painting)
Minor in Mathematics