

William Lee

Product Designer

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EXPERIENCE

IP.com

Product Designer

May 2022 - Present

- Implemented generative AI features powered by OpenAI in both InnovationQ+ and IQ Ideas+, integrating current workflows with the AI chat assistance for intellectual property professionals.
- Designed mobile version of InnovationQ with high-fidelity design prototypes in Figma for developer testing and sales demos.
- Redesigned InnovationQ+ with new in-house design system and updated it with streamlined UX flows.
- Built a new design system with Figma component library for all of IP.com's products.
- Created animated graphics with LottieFiles to implement in tutorial steps and new feature introductions.

UI/UX Design Intern

2021 - May 2022

- Spearheaded a visual redesign of IP.com's Knowledge Base, implementing a smoother search experience for users.
- Worked with the development team to update current design system into InnovationQ+ and assisted the design team with major product updates and releases.

RIT Student Affairs

Graphic Designer

August 2019 - May 2021

- Designed 50+ social media graphics for marketing campaigns, campus events, and student organizations using Adobe Creative Suite.
- Worked on both digital and print marketing materials with RIT's brand guidelines, including posters, brochures and booklets.

EDUCATION

Rochester Institute of Technology

New Media Design, BFA

Advertising and Public Relations minor

2018-2022 | Dean's List

SKILLS

Product Design Prototyping User Research Animation Photography

Figma Principle LottieFiles Illustrator Photoshop After Effects