William Lee

Product Designer

willleedesign.com

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EXPERIENCE

Product Design @IP.com

May 2022 - Oct 2024

- Designed and maintained Bluejay, an in-house design system and comprehensive Figma component library with 1000+ UI components, streamlining the design-to-development process and ensuring consistency and scalability across all products.

- Redesigned InnovationQ+, the company's core patent search tool, implementing the Bluejay design system to create a more intuitive and cohesive user experience.

- Designed and launched the mobile version of InnovationQ+, reimagining key workflows and prioritizing essential features as well as a compact, responsive design to improve accessibility and user experience on smaller screens.

- Designed and optimized an e-commerce platform and checkout experience, supporting the company's transition to a SaaS subscription model, enhancing user flow and purchasing efficiency.

- Integrated CompassAI, an AI-powered chat assistant, into IQ Ideas, a patentability analytics tool, crafting a seamless interaction model that streamlined user workflows and enhanced decision-making capabilities.

UI/UX Design Intern @IP.com

May 2021 - May 2022

- Redesigned IP.com's Knowledge Base, enhancing search functionality and usability to improve accessibility of help articles across SaaS products.

- Standardized 800+ UI components within the Bluejay Figma library, accelerating design-to-prototype workflows and enhancing cross-team collaboration on new feature development.

- Collaborated with the development team to integrate updated UI elements into InnovationQ+ and align with the evolving design system.

- Conceptualized and developed assets for product launches, assisting with UI refinements, new feature implementations, and release preparations.

Graphic Designer @RIT Student Affairs

August 2019 - May 2021

- Designed 100+ digital and print assets for marketing campaigns, campus events, and student organizations, ensuring alignment with RIT's brand guidelines.

- Adapted designs for both digital and print formats, including posters, brochures, and booklets, balancing creativity with clear messaging to maximize audience engagement and optimizing layouts and typography for hierarchy and impact.

- Created social media graphics using Adobe Creative Suite, developing visually engaging content for promotions across multiple platforms.

EDUCATION

Rochester Institute of Technology

New Media Design, BFA

Advertising and Public Relations minor
2018-2022 | Dean's List

SKILLS

UX/UI Design   Prototyping   Wireframing   User Research   Animation   Design Systems

Figma   Framer   Principle   LottieFiles   Illustrator   Photoshop   After Effects   Sketch