

# William Lee

## Product Designer

### PROFILE

Creative product designer with 4+ years of experience shaping user-centered digital products, including **B2B SaaS platforms**, **generative AI integrations** and **B2C responsive mobile apps**. Skilled in translating user needs into intuitive end-to-end design solutions, improving usability and advocating for robust user research and precise user testing.

### EXPERIENCE

#### Freelance @Flow & Stay

Jan 2025 - Present

- Designing a destination rental property site with scheduling features for both **end users and org-admins**, including customer support powered by a custom-trained AI model.
- Collaborating with software engineer to ensure design aligns with custom development needs, mapping out requirements within **React** and **Firestore** and managing project goals.

#### Product Designer @IP.com - SaaS Product

May 2021 - 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, ensuring consistency and scalability across all products.
- 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.
- Redesigned InnovationQ+, the company's core patent search tool, implementing the Bluejay design system and added new features and intuitive improvements for enhanced 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.
- Redesigned IP.com's Knowledge Base, enhancing search functionality and usability to improve accessibility of help articles across SaaS products.

#### 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.

### CONTACT

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### EDUCATION

#### Rochester Institute of Technology

New Media Design, BFA  
Advertising and Public Relations minor  
2018-2022 | Dean's List

### SKILLS

UX/UI Design  
Interaction Design  
Prototyping  
Wireframing  
User Research  
Animation  
Design Systems

### TOOLS

Figma  
Jira  
Principle  
LottieFiles  
Illustrator  
Photoshop  
After Effects  
Sketch  
Mixpanel  
UserTesting.com