CHRISTINE LEE

UX/Product Designer

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EXPERIENCE

Fidelity Investments / UX&UI Designer
APR 2023-PRESENT

- Embedded in an agile squad, I design experiences for clients and fintech firms seeking integration solutions (APIs and more) to elevate their wealth management businesses.
- 1st Place Winner amongst 46 contestants: I designed a product solution along with my business partners digitizing a holistic process for clients to integrate with fintechs.
- As the sole designer I overhauled the pre-login experience to attract prospects, leading the process from strategic planning and research to interaction design and usability testing.
- Redesigned all site pages (24 total) to comply with WCAG 2.2 and Fidelity Accessibility standards, as part of a CMS migration effort.

Thomas Jefferson University Hospitals / UX Designer
DEC 2022-APR 2023

- Merged 9 different hospital intranets into 1 central hub to service 75,000 employees.
- I conducted stakeholder interviews and consumed an extensive amount of qualitative and quantitative research data to turn them into a simple and functional taxonomy, and navigation to promote findability and usability.
- I created information architecture diagrams such as site maps, user flows, mind maps, workflow diagrams, and wireframes.

Citibank / UX&UI Designer
NOV 2021-DEC 2022

- Designed for two teams: Pre-Login (credit card application experiences) and Post-Login (processes for registration, authentication, profile, and identity verification).
- I designed the interaction and UI for a credit card Activation Checklist dashboard, boosting user enrollment by +38% for key digital features within the initial 30 days of their onboarding.
- I revamped the entire online Know Your Customer (KYC) questionnaire, boosting completion rates by +24% within the first 6 months post-launch.
- Design Lead. Led stakeholder meetings. Managed 1 Sr Designer and 1 Designer.

Enwoven / Product Design Consultant
JAN 2021-PRESENT

- Collaborated with the Head of Product for a SaaS platform catering to fashion brands, I conducted extensive user research and devised a growth strategy that increased the client base by over 220% in 11 months.
- I provide retail industry expertise spanning design, product development, merchandising, and commercialization in both retail and eCommerce sectors.

Kipling / Design Director
SEP 2015-FEB 2021

- I directed a design team and global licensees to develop and deliver fashion accessories (bags, shoes, and eyewear), driving the regional Kipling brand from $135M to a $380M e-commerce global brand with a digital-first approach.
- I led the creation of a Kipling design playbook, covering brand and editorial direction, resulting in a 28% increase in the target user base within its first year.

SKILLS

Design: information architecture / interaction design / journey mapping / advanced UI design / wireframes / rapid prototyping / graphic design / Accessibility (WCAG 2.2) / copywriting

Research: user interview and synthesis / focus groups / affinity mapping / card sorting / tree testing / persona construction / usability testing

Soft skills: public Speaking / presentation skills / leadership / team building / collaboration / visual and verbal communication / project management

TOOL KIT

Figma | FigJam | Sketch
Adobe XD | Balsamiq
Adobe Creative Suite | Miro
Qualtrics | UserTesting.com
Jira | Confluence
Unily CMS | Tridion CMS
Salesforce | HTML/CSS

EDUCATION

Toy & Game Design - BFA
Fashion Institute of Technology

Fashion Design - AAS
Fashion Institute of Technology

CERTIFICATIONS

IBM - Creative & Critical Thinking 2023

Udemy - A11Y Design (WCAG 2.2) 2023

Fidelity - User Research 2023

General Assembly - UX Design 2021