Sean Lee

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SUMMARY

10+ years of experience designing complex platforms and systems across enterprise SaaS, biotech, digital health, and consumer products. Skilled at translating technical and AI-driven workflows into intuitive user experiences, leading cross-functional teams, and driving end-to-end design from strategy to execution with rigor in fast-paced environments. Known for driving measurable product impact and growth through research, analytics, and team leadership.

KEY ACHIEVEMENTS

- Boosted premium PC **NPS by 200%** at *HP* by leading software and hardware OS experiences.
- Achieved **80%+ completion** and **90%+ adoption** of the new Microarray workflow at *Illumina*.
- Reduced informatics software subscription fulfillment time by **4x** at *Illumina*.
- Drove **25% increase** in lead conversion and **5x growth** in eCommerce traffic at *The Home Depot*
- Helped launch the company's **first** client-facing bioprocessing platform at *Culture Biosciences*.

PROFESSIONAL EXPERIENCE

Riviera Partners (Contract) | Oct 2025 - Present
UX Design Lead

- Led UX design for a data-driven executive search platform, introducing an AI assistant that helps recruiters analyze candidate data and streamline sourcing workflows.

- Sole designer on a small product and engineering team, partnering closely with leadership to rapidly prototype and iterate new product features in a fast paced environment.

Culture Biosciences (Contract) | Apr 2025 – Oct 2025
Sr. Product Designer / Researcher

- Led software and hardware OS design for *Stratyx 250*, a scalable B2B bioprocessing system with AI-driven cloud solutions enabling scientists to remotely plan and optimize experiments.

- Sole designer at a Series B startup, creating and owning the design system while standardizing a design repository and process to support a fast-paced product environment.

- Led research initiatives and cross-functional workshops with PMs, developers, and scientists, generating insights that informed product decisions.

Illumina | Oct 2020 – Apr 2025
Sr. Staff UX Designer

- Sole UX lead for *Illumina Platform Services* across software teams, cutting the order fulfillment time by 4x and delivering new unified login/sign-up experiences and software usage analytics.

- Drove UX for *BaseSpace Sequence Hub*, raising NPS 32 → ~50 via in-app surveys over three years by leading a redesign of core elements and improving the overall enterprise product experience.

- Designed a new *Microarray analysis setup workflow* with ML integration, achieving an 80%+ analysis completion rate and 90%+ adoption from legacy app to the new cloud-based solution.

- Mentored UX team of 15 members, providing guidance in process alignment across cross-functional stakeholders for genome sequencing instruments and informatics SW products.

The Home Depot | Jan 2017 – Oct 2020
Staff UX Designer

- Led design of *Home Services ecosystem* across multiple platforms—consumers, pros, and store associates. Optimized product experiences, driving 25% increase in lead conversion and 5x growth in consumer-facing eCommerce traffic.

- Mentored UX team of 4 designers, 2 researchers and interns. Led weekly design sprints and reviews to share feedback and ensure high-quality outcomes through team collaboration.

- Conducted user research including discovery studies, surveys, 1:1 interviews, and in-store mystery shopping. Leveraged insights to inform UX strategy and enhance product performance.

HP | Mar 2012 – Jan 2017
Sr. UX Designer

- Developed a new UX branding and design paradigm for native software and custom OS features across desktop and mobile, leading to 200% increase in NPS for the premium PC brand.

- Built custom UI framework and design system to standardize UX patterns across global business units and ensure consistency from commercial to consumer segments.

- Partnered with global teams across time zones while mentoring in-house designers and overseeing external design resources to deliver cohesive experiences across platforms.

EDUCATION

B.A. Industrial Arts (Visual Communication & Technology)
San Francisco State University

Professional Certificates: Web Database Development, Web Master
Foothill College

SKILLS & TOOLS

- **Design:** End-to-end product design, user-centered design (UCD), systems thinking, information architecture, interaction design, visual design, design systems, wireframing, rapid prototyping, accessibility (WCAG)

- **Research & Analytics:** User research, competitive research, usability testing, A/B testing, surveys, data analytics, data-informed design

- **Strategy & Process:** User-Centered-Design strategy, product strategy, 0-to-1 product development, Lean UX, Agile, product-led growth UX, rapid turnaround execution

- **Collaboration:** Cross-functional leadership, stakeholder alignment, design critique, mentorship

- **Tools:** Figma, Framer, Webflow, Adobe Creative Suite, Storybook, Zeroheight, Jira, Confluence, Google Workspace, Microsoft Office, Google Analytics, Mixpanel, Qualtrics, SurveyMonkey, WalkMe, Usabilla

- **AI & Technical:** ChatGPT, Claude Code, Figma Make, Stitch, HTML/CSS fundamentals

- **Languages:** English, Korean