

Sean Lee

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SUMMARY

Product design leader with 10+ years building complex platforms across enterprise SaaS, biotech, digital health, and consumer products. Expert at transforming ambiguous technical and AI-driven challenges into intuitive, high-impact user experiences through the full design lifecycle and cross-functional collaboration.

KEY ACHIEVEMENTS

- 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*.
 - Improved premium PC **NPS by 200%** at *HP* through software and hardware OS experiences.
 - Owned design strategy and processes for **0→1** products at growth-stage *startup environments*.
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PROFESSIONAL EXPERIENCE

Freelance Product Designer | Apr 2026 – Present

Designing and developing an independent mobile app from 0→1, while supporting external clients with freelance product and creative design work.

Riviera Partners | Oct 2025 – Apr 2026

UX Design Lead (Consultant)

- Led end-to-end design as sole designer for a data-driven executive search platform, including an AI assistant for recruiters that achieved 70%+ adoption and cut candidate search time by 11.7%.
- Developed a scalable design system and established IA and accessibility standards, partnering closely with leadership to rapidly prototype and iterate in a fast-paced environment.

Culture Biosciences | Apr 2025 – Oct 2025

Sr. Product Designer / Researcher (Consultant)

- Led software and hardware UX as sole designer for Stratyx, a scalable B2B bioprocessing platform with AI-driven DOE workflows for clinical research and pharma development.
- Established the design system and standardized the design repository, leading cross-functional research workshops with PMs, developers, operators, scientists, and clinicians to inform product decisions.

Illumina | Oct 2020 – Apr 2025

Sr. Staff UX Designer

- Led UX for *Illumina Platform Services* across software teams, cutting order fulfillment time by 4x and delivering software registration, onboarding, usage analytics, and administrative tools.
- Drove UX for genome sequencing hardware and informatics software experiences, raising NPS from 32 to 50, achieving 80%+ workflow completion and 90%+ adoption of the cloud solution.
- Mentored UX team of 15 members, providing guidance in process alignment across cross-functional stakeholders for genome sequencing instruments and software products.

The Home Depot | Jan 2017 – Oct 2020

Staff UX Designer

- Led design of the *Home Services ecosystem* across consumer, pro, and store experiences, driving 25% higher 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% boost 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.
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EDUCATION

B.A. Industrial Arts (Visual Communication & Technology)

San Francisco State University

Professional Certificates: Web Database Development, Webmaster

Foothill College

SKILLS & TOOLS

- **Design & Strategy:** UI/UX design, systems thinking, information architecture, interaction & visual design, design systems, prototyping, accessibility (WCAG), 0→1 product development, product strategy, product-led growth, cross-functional leadership, mentorship, Lean UX, Agile
- **Research & Analytics:** User research, competitive research, usability testing, A/B testing, surveys, data analytics, data-informed design
- **Tools & Technical:** Figma, Adobe Creative Suite, Storybook, Jira, Confluence, React/MUI, HTML/CSS, ChatGPT, Claude Code, Gemini, Figma Make, Stitch, API-integrated workflows
- **Languages:** English, Korean