

SEAN LEE

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SUMMARY

UX design lead, product enthusiast, and problem solver passionate about helping teams create meaningful experiences for users.

Versatility

10+ years of design experience with a proven track record of leading products across diverse fields, from SaaS enterprise to eCommerce and consumer apps.

Principle

Deliver seamless experiences as key to product success, providing end-to-end UX guidance based on design principles and data-driven insights.

Leadership

Take ownership of projects from start to finish while inspiring the cross-functional teams to challenge ideas and deliver the best possible experience effectively.

SKILLS

Well-versed in Agile and Lean UX processes, with experience designing across multiple platforms and form factors, from desktop to mobile apps.

Design Tools

Tools used from abstract to framework:
Figma, Sketch, Adobe CS, Mural, Miro, Axure, Invision, Principle, HTML/CSS/JS, Whiteboard.

Data & Research Tools

Tools to gather valuable insights:
Usabilla, Google Analytics, Mixpanel, WalkMe, Survey Monkey, Qualtrics.

Methods & Processes

Core UX practices for design initiatives:
Design strategy, persona, journey map, information architecture, wireframe, visual comps, prototype, user research, data analytics, design documentation.

Language

Fluent in English and Korean.

HIGHLIGHTS

Full details on page 2.

2020 - Present

Sr. Staff UX Designer Illumina

Led UX design for the connected platform experience, optimizing cross-interactions across the software suite. Also drove UX design for informatics software products with the highest user engagement in the market, alongside the OS experience for the company's first industry-leading IVD sequencing instrument—empowering scientists, researchers, and clinicians to advance human health.

2017 - 2020

Staff UX Designer The Home Depot

Developed and implemented a user-centered design strategy for the home services ecosystem, improving product experiences for pros, consumers, and store associates. By leveraging user research and testing, drove the highest web traffic for eCommerce by consumers, increased home service lead sales submitted by store associates, and enhanced monetization opportunities for home services pros.

2012 - 2017

Sr. UX Designer HP

Defined and drove UX design for company's flagship software and hardware products across multiple platforms and form factors, including Windows desktop, Web, Android, and iOS mobile. Developed a design paradigm incorporating a design system for native apps and a custom OS for premium PC product lines, driving the highest NPS and sales.

EDUCATION

B.A. in Industrial Arts (Industrial Design & Media Arts Emphasis)

San Francisco State University

Professional Certificate in Web Database Development

Professional Certificate in Web Master

Foothill College

PROFESSIONAL EXPERIENCE

2020 - Present

Sr. Staff UX Designer
Illumina
(R&D Team)

Led UX for BaseSpace Sequence Hub, a cloud-based informatics SaaS enterprise product, applying user-centered design principles and leveraging user research to increase NPS from 32 to nearly 50 over three years through in-app surveys, surpassing industry benchmarks. Designed a new Microarray analysis setup, informed by user feedback and data analytics, achieving an 80%+ form completion rate and 90%+ adoption by users from the legacy app to the new cloud solution.

Led UX as the sole designer for Illumina Connected Core, collaborating with three development teams and three product managers to streamline the software registration process, reducing order fulfillment time by 4X. Enhanced platform services with the new unified login, improving accessibility for all customers. Delivered a new software usage tracker with cost trends and analytics, empowering users to monitor and manage their software usage expenses with granularity.

Designed the Control SW UI and Interaction for the industry leading genome sequencing instruments—NextSeq 2000 and NovaSeq 6000 Dx (company's first-ever IVD instrument). Optimized run setup and cloud data transfer, enhancing workflow efficiency, reducing setup time, and improving sequencing success rate—leveraging Proactive, a data collection system.

Mentored the XD team of 15 UX professionals (up from 8 when I was hired), providing sharable design templates and process guidance to improve work management across design, research, and data analytics. Led UX process alignment with cross-functional teams, including product managers, developers, and subject matter experts—scientists, lab technicians, and customer support, strengthening strategic cohesion and enhancing communication with leadership.

2017 - 2020

Staff UX Designer
The Home Depot
(Techshed-The Home Depot
Technology Lab)

Led the design of key features for the home services ecosystem across multiple platforms, improving usability for consumers, pros, and store associates. Optimized user flows and interfaces, resulting in a 25% increase in home services lead conversion and 5X growth in eCommerce web traffic, and enhanced monetization opportunities for home services pros.

Mentored a home services UX team of four designers, one researcher, and three interns, guiding discovery, wireframing, and prototyping to improve team efficiency. Developed shareable design templates and streamlined the UX wiki, enhancing accessibility and workflow efficiency. Led regular design sprints and reviews to share feedback and ensure high-quality design through collaboration within the UX team.

Integrated user experience into business strategy, aligning stakeholders on design objectives through demo-driven presentations and ensuring UX-informed decision-making based on evidence from user research and data analytics. Facilitated design sprints and journey mapping sessions, driving strategic product improvements and enhancing cross-functional collaboration.

Led user research initiatives, conducting discovery studies, competitive analysis, and surveys to inform UX strategy. Developed task flow scripts and prototypes for user acceptance testing using various methods, including 1:1 interviews for heuristic evaluation and in-store secret shopping. Leveraged key insights to measure product performance and continuously improve iteratively.

2012 - 2017

Sr. UX Designer
HP
(Customer Experience and
Portfolio Strategy Group)

Developed a research-driven design paradigm for native software and custom OS feature spanning desktop to mobile, leveraging usability testing and data insights to refine product interactions. Strategic UX improvements led to a 200% increase in NPS for the premium PC brand over two years.

Designed a custom UI framework and design system to standardize UX patterns across global business units, ensuring consistency from commercial to consumer segments. Streamlined feature definition and content requirements, enhancing usability across the customer journey.

Managed and mentored team of two interaction designers, two visual designers, and two external design agencies, overseeing multiple UX projects from kick-off to delivery. Provided strategic design direction and optimized workflows as the design scrum master, improving project execution, meeting Agile sprint goals, and enhancing cross-functional collaboration with product development teams.