

# Sean Lee

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## SUMMARY

Senior 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. Proven track record of driving measurable product growth through rigorous research and data analytics. Dedicated to driving the full design lifecycle from strategy to execution through cross-functional collaboration.

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## 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*.
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## 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.
- Led design system development and established design culture and processes, driving a consistent and unified product experience.

## **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, operators, scientists, and clinicians, 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 from 32 to 50 via in-app surveys over three years by redesigning the workflow 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 software products.

## **The Home Depot | Jan 2017 – Oct 2020**

### **Staff UX Designer**

- Led design of *Home Services ecosystem* across multiple platforms including 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% 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

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## SKILLS & TOOLS

- **Design:** End-to-end product design, 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 (UCD) 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, Adobe Creative Suite, Storybook, Zeroheight, Jira, Confluence, Google Workspace, Microsoft Office, Google Analytics, Mixpanel, Qualtrics, SurveyMonkey, WalkMe, Usabilla
- **AI & Technical:** ChatGPT, Claude Code, Gemini, Grok, Google AI Studio, Figma Make, Stitch, HTML/CSS fundamentals
- **Languages:** English, Korean