

Sean Lee

San Mateo, CA | 650-504-2396 | Email: sean2space@yahoo.com

Portfolio: sean2space.com (PW: Connect) | LinkedIn: linkedin.com/in/sean2space

SUMMARY

10+ years of experience designing complex platforms and systems across diverse industries including enterprise SaaS, biotech, digital health, and consumer products. Skilled at translating technical workflows into intuitive user experiences, leading cross-functional teams, and driving design from strategy to execution while moving fast with rigor across both startup and enterprise environments. Known for owning research and analytics, mentoring designers, and generating measurable product impact.

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.

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.
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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, 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