

Daniel Lee

Senior Product Designer | B2B Enterprise SaaS | Big Data and Cloud Computing

Experienced Product Designer with a track record in designing and launching successful SaaS products, focusing on observability, optimization, and actionability for large multi-cloud enterprise customers. Skilled in end-to-end design processes from discovery to implementation to drive impactful solutions.

Experience

Unravel Data – Enterprise Big Data Optimization SaaS

Senior Product Designer Mar 2022–Nov 2024

- Sole designer for AI-driven tools leading to cloud cost savings, app performance improvement for large enterprises running complex data pipelines
- Developed Health Check feature, boosting customer engagement and securing key deals with large enterprises
- Created insights tool for data teams, improving productivity and driving adoption
- Implemented features yielding substantial cost savings, transparency and operational efficiency

Publicis Sapient – Comcast Business B2B SaaS Enterprise Portal

Senior UX Designer Oct 2020–Oct 2021

- Spearheaded Day 1 feature enhancements, generating over \$1M for sales team and launching status tracking tool that tripled customer traffic
- Developed Project Tracker Report generator, freeing PM time and accelerating site turn-up, while creating bulk service request feature for improved efficiency
- Analyzed and optimized customer communication channels, reducing email and calls to internal PM by half and enhancing tech visit tracking
- Implemented bulk request feature, doubling processing efficiency

Helping Hands Community – Volunteer Portal

Senior UX Designer Jul 2020–Feb 2021

- Proved scalability of operation with new partnerships and larger events
- Redesigned volunteer portal, boosting partner event cost-efficiency and volunteer retention while reducing reliance on external delivery partners
- Led UX improvements that streamlined community delivery process, resulting in substantial cost savings and increased operational efficiency
- Mentored interns and junior designers,

Patients and Purpose – Consumer Sites, Disease Education, Adherence Apps

Senior UX Designer Apr 2014–Feb 2020

- Drove patient engagement through innovative site designs, leading to increased product inquiries and improved patient-clinician communication
- Pioneered new techniques for presenting drug safety information, setting industry standards for clear and accessible medical communication

Johnson and Johnson – Diabetes Care Device Innovation

UX Designer Aug 2011–Jul 2012

- Designed consumer blood glucose meters, integrating innovative techniques to boost adherence, simplifying self-monitoring and improving diabetes management for LifeScan's OneTouch users

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PORTFOLIO

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Password: **welcome@@**

Education

Art Center College of Design

BFA Graphic Design 2007

Domain familiarity

Big data (Snowflake, Databricks, BigQuery, EMR), B2B enterprise SaaS, self-service portal, HCP diagnostic devices

Skills

Discovery, requirements gathering, IA, end to end design and flows, design system, user testing, interactive prototype, UI, QA

Tools

Figma, Sketch, Adobe Creative Suite, Airtable, HTML + CSS, Javascript, Jira, Notion, Slack, User Testing

Skiff (Hearst Venture) – E-Reader Media Interface

UX Designer Sep 2009–Jun 2010

- Designed Skiff Reader UI, optimizing 11.5-inch e-ink touchscreen to mirror print media, boosting engagement with digital newspapers and magazines
- Created wireframes and prototypes, blending usability and design for smooth navigation on a flexible e-paper display, aiding CES 2010 debut

Newsweek.com – Digital News Homepage Redesign

Designer Dec 2008–Jun 2009

- Led the UX redesign of Newsweek's homepage in 2009, enhancing user experience, navigation, and content discoverability while improving visual appeal. The redesign drove increased engagement and supported the magazine's shift toward online relevance during a critical digital transition period before its 2010 acquisition, amid a 50% subscriber decline from 2008–2010

UNICEF Innovations – Humanitarian Tech Solutions

Designer Jan 2008–Jul 2008

- Shaped the UX of RapidSMS as its first designer, crafting intuitive UI for SMS-based data collection and communication tools, enabling real-time health and humanitarian solutions that reached millions in developing countries like Malawi and Nigeria
- Drove visual and functional design for UNICEF's early innovation portfolio, ensuring low-infrastructure communities could effectively interact with mobile technologies, amplifying the unit's mission to connect underserved populations with life-saving resources
- Collaborated with co-founders and global partners to provide conceptual illustrations for The Bee, visualizing practical use cases of the solar-powered communication hub, guiding developers and stakeholders in deploying connectivity and education tools for children in remote and crisis-affected areas

Civic Resource Group

Freelance Designer Jul 2007–Dec 2012

- Designed interactive history content with historian for McGraw-Hill, crafting creative, animated modules that enhanced student learning through storytelling and intuitive navigation

Gel Communications

Freelance Designer Mar 1998–Feb 2002

- Supported diverse Warner Bros. advertising projects, producing web-based creative assets and animations for multiple brand initiatives, contributing to client success as a freelance designer
- Designed and developed company website, establishing an online presence for the Glendale-based firm