

# M Lee

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★ [mlstudios.design](https://mlstudios.design)

Experience Designer & Strategist, NYC

**Empowering Communities through Digital Innovation & Design Justice.** Self-motivated, collaborative, and future-forward thinker with a versatile background -- I leverage AI/ML technology, design justice, and ecosystem building to craft inclusive, accessible, and sustainable human-centered experiences. Specialized in Ecosystem Architecture, UX Design, Branding & Strategy, Visual Design, and Product Management. Proven expertise in Omnichannel Experiences, Entertainment & News, AI/ML, Web3, Social Justice, and Fine Art.

## Skills

- UX Design
- UX Research & Strategy
- Ecosystem Design
- Information Architecture
- Visual & Graphic Design
- Design Systems
- Product Management
- Product Strategy

## Tools

- Figma / Canva
- Notion / ProdPad
- MS Office / Google Suite
- Jira
- Trello / Miro
- Maze
- Slack / Teams
- Adobe Creative Suite
- Blender / Procreate

## Languages

- CSS / HTML (Basic)
- Python / Java (Basic)
- Cantonese (Fluent)
- Mandarin (Proficient)
- Portuguese (Limited)

## Education

### Designlab (2021)

UX Design

### UT Austin (2013 - 2017)

GIS, Architecture

## Verizon Senior UX Strategy Consultant

2024 - Present

- Design Innovation: Collaborated closely with design teams across the entire company to spearhead an omnichannel ecosystem architecture and unify all department operations
- Customer Experience Strategy: Strategized customer experiences and developed service blueprints to model comprehensive customer activities across the entire ecosystem from retail to digital to third-party environments and beyond.
- Management Consulting: Assisted senior leaders in shaping the short- and long-term future of the company's B2C and B2B strategies under a Strategic Initiatives program that prioritizes Life-Centric business models.

## NBCUniversal Lead Product Designer

2022 - 2024

- Design Leadership: Founded and led a design team to create user-centric enterprise tools, mentored product teams within an ecosystem-centric framework, established company-wide design systems and product development processes, and improved production workflow efficiency by 50% across multinational departments.
- Product Management & Strategy: Developed and executed winning product strategies resulting in smoother user-centric integrations, symbiotic stakeholder relationships, future-forward product ecosystems, and streamlined project plans from ideation to launch for 5+ core enterprise tools.
- Cross-Functional Collaboration: Fostered team synergy to launch MVP products seamlessly and penetrate markets with competitive 5-year plans by utilizing AI/ML technology and leveraging creative thinking models.

## EcoMap Technologies UX Designer

2022

- Lead UX Designer: Collaborated with product teams and stakeholders to deliver a fully-responsive marketing website increasing KPI and retention rate by 40%.
- Research & Strategy: Conducted comprehensive market research and user testing to ensure competitive advantage and product longevity.
- Branding & SEO: Refreshed company brand identity and social media presence, established a new approach to UX writing, and developed an atomic design system to optimize product-market fit and SEO.

## Ralph Lauren Art Department Coordinator

2019 - 2021

- Production Management: Managed day-of and long-term production resources for cross-brand collaborations and with international clients
- Logistics Coordinator: Oversaw the procurement, packaging, transportation, and installation of fine art and commercial products
- Cross-Department Collaboration: Collaborated with visual and production designers on commercials, independent projects, and gallery installations.

## Apple Lead Maps Specialist

2018 - 2019

- UX Management: Led product teams to effectively manage consumer UX and designed data visualizations for engineering reconfiguration.
- Quality Analytics: Tracked consumer analytics reports and coordinated user testing for classified Apple Maps products before global product launches.
- Project Management: Scheduled and conducted meetings with international vendors and development teams for flagship Apple Maps products.