

# M Lee

Experience Designer & Strategist, NYC

📞 512.293.4691

✉ mlstudios.design@gmail.com

🌐 [linkedin.com/in/mlstudios-design](https://www.linkedin.com/in/mlstudios-design)

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

**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.

<b>Skills</b>	<b>Verizon</b> Senior Experience Designer III <i>Mar 2024 - Present</i>
<ul style="list-style-type: none"><li>UX / Product Design</li><li>UX / Product Strategy</li><li>Ecosystem Design</li><li>Information Architecture</li><li>Design Systems</li><li>Product Management</li><li>Research &amp; Analysis</li><li>Visual &amp; Graphic Design</li></ul>	<ul style="list-style-type: none"><li><b>Design Innovation:</b> Collaborated with cross-functional design teams to streamline ecosystem architecture, aligning departmental operations for enhanced organizational synergy and efficiency.</li><li><b>Customer Experience Strategy:</b> Spearheaded customer experience strategies and piloted service blueprints that modeled seamless, omnichannel business interactions, driving improved customer engagement and satisfaction.</li><li><b>Management Consulting:</b> Partnered with senior leadership to shape strategic initiatives, employing life-centric business models to optimize operational workflows and improve organizational agility.</li><li><b>Cultural Impact &amp; Growth:</b> Led community-building initiatives and co-facilitated onboarding programs, cultivating a strong, inclusive culture that promoted team cohesion and supported organizational growth.</li></ul>
<b>Tools</b>	<b>NBCUniversal</b> Lead Product Designer <i>Sept 2022 - Mar 2024</i>
<ul style="list-style-type: none"><li>Figma / Canva</li><li>Notion / ProdPad</li><li>MS Office / Google Suite</li><li>Jira</li><li>Trello / Miro / Lucid</li><li>Glassbox Analytics</li><li>Slack / Teams</li><li>Adobe Creative Suite</li><li>Blender / Procreate</li></ul>	<ul style="list-style-type: none"><li><b>Design Leadership:</b> Established and led a high-performing design team to develop user-centric enterprise tools. Mentored product teams within an ecosystem-focused framework, creating company-wide design systems and optimizing product development processes, resulting in a 50% increase in workflow efficiency across multinational departments.</li><li><b>Product Management &amp; Strategy:</b> Crafted and implemented effective product strategies that facilitated seamless user-centric integrations, nurtured symbiotic stakeholder relationships, and developed forward-looking product ecosystems. Led the end-to-end product lifecycle for 5+ core enterprise tools, from ideation to launch.</li><li><b>Cross-Functional Collaboration:</b> Cultivated cross-functional team collaboration to deliver MVP products with market impact, leveraging AI/ML technology and creative problem-solving models. Delivered competitive 5-year plans that enabled market penetration and long-term business growth.</li></ul>
<b>Languages</b>	<b>EcoMap Technologies</b> UX Designer <i>Jan 2022 - Mar 2022</i>
<ul style="list-style-type: none"><li>CSS / HTML (Basic)</li><li>Python / Java (Basic)</li><li>Cantonese (Fluent)</li><li>Mandarin (Proficient)</li><li>Portuguese (Limited)</li></ul>	<ul style="list-style-type: none"><li><b>Lead UX Designer:</b> Partnered with product teams and stakeholders to design and launch a fully responsive marketing website, boosting key performance indicators and increasing retention rates by 40%.</li><li><b>Research &amp; Strategy:</b> Led in-depth market research and user testing initiatives to drive competitive advantage and ensure long-term product sustainability.</li><li><b>Branding &amp; SEO:</b> Revitalized the company's brand identity and social media strategy, introduced a new UX writing approach, and implemented an atomic design system to enhance product-market alignment and maximize SEO performance.</li></ul>
<b>Education</b>	<b>Designlab</b> UX Designer - Student Intern <i>Sept 2021 - Aug 2022</i>
<b>Designlab (2021)</b> UX Design	<ul style="list-style-type: none"><li><b>UX Design &amp; Innovation:</b> Led agile E2E projects for startups and clients, focusing on KPIs, digital environment optimization, user engagement, communication design, and product longevity.</li><li><b>Design Innovation:</b> Leveraged design and tech trends to develop DAO frameworks and wireframes for Web 3.0 (d)apps, identifying blockchain opportunities and ensuring seamless user flows.</li></ul>
<b>UT Austin (2013 - 2017)</b> GIS, Architecture	<b>Apple</b> Lead Maps Specialist <i>Mar 2018 - Mar 2019</i>
	<ul style="list-style-type: none"><li><b>UX Management:</b> Directed product teams to enhance consumer UX, designing intuitive data visualizations that informed engineering reconfigurations and improved product usability.</li><li><b>Quality Analytics:</b> Monitored and analyzed consumer data trends, leading user testing efforts for classified Apple Maps products to ensure quality before global launches.</li><li><b>Project Management:</b> Coordinated cross-functional meetings with international vendors and development teams to drive successful delivery of flagship Apple Maps products.</li></ul>