Maxi Lee

Senior UX & Service Designer | AI Experience Architect

Chicago, IL | 512-293-4691 | mlstudios.design@gmail.com | linkedin.com/in/mlstudios-design | mlstudios.design

SUMMARY

Strategic UX & Service Designer with 8+ years turning ambiguous, cross-sector operational challenges into scalable, human-centered systems and AI-enabled strategies. Pairs design-first execution with independent evaluative research, usability testing, and concept validation to connect user needs, business goals, and operational realities — comfortable defining problems in ambiguous, low-direction environments and building trust with stakeholders across business, product, and technology. Builds governance models that modernize complex enterprise workflows, translating ambiguity into measurable outcomes such as a 9.5% revenue lift.

SKILLS

Core: UX & Product Design, Service Design, AI/ML, Enterprise Strategy, Ecosystem Design, Information Architecture, Omnichannel Experience, Journey Mapping, Design Systems, Stakeholder Management, Creative Storytelling, Production & Spatial Design

AI & Tools: Figma, Claude, ChatGPT, VS Code, Gemini, Airtable, Jira, Confluence, Lucid, Adobe Creative Suite, Procreate

Languages: English (native), Cantonese/Mandarin (proficient) | **Programming:** CSS, HTML, Python, Java (basic)

EXPERIENCE

Senior Experience Designer III - Verizon *New York, NY (Hybrid)* *Mar 2024 - Present*

- **Enterprise customer-centricity:** Led alignment across 15 design teams and 50+ stakeholders, building a Customer Intents framework and playbook that shifted teams form siloed workflows to E2E journey thinking and cut kickoff time by 2 weeks.
- **Service design leadership:** Directed service blueprinting for 6+ core services, mapping omnichannel touchpoints and handoffs from first contact through resolution, driving 180K+ conversions, a 9.5% gross revenue lift within 60 days, and a 33% reduction in projected call center volume.
- **AI & ecosystem architecture:** Architected an AI ecosystem connecting 5 core platforms to surface omnichannel pain points, cutting research-to-roadmap time by 40% and accelerating delivery and documentation by 75%; partnered with CX Strategy leadership to build an AI-powered framework to standardize UX health assessment for executive prioritization.
- **Community building & mentorship:** Founded a Service Design Community of Practice for 75+ partners, mentored 5 designers on strategic blueprinting, and developed educational service design training tools.

Product Designer, Lead - NBCUniversal *New York, NY (Hybrid)* *Sept 2022 - Mar 2024*

- **Design & research leadership:** Founded and led a 4-person agile design team as lead designer and researcher, partnering directly with stakeholders to identify opportunity areas and conducting user testing ahead of launch; mentored product teams toward an AI-forward, ecosystem-based operating model, lifting workflow efficiency 36% across multinational departments.
- **Product strategy & delivery:** Developed green-lit product strategies that improved portfolio delivery 41%, owning the end-to-end product lifecycle and consolidating core enterprise tools from 13 to 7.
- **AI & Cross-functional collaboration:** Partnered with global teams to ship market-ready MVPs and delivered winning long-range plans to SVP leadership, supporting market penetration, growth, and AI integration across the ecosystem.

UX Designer (Contractor) - EcoMap Technologies *Baltimore, MD (Remote)* *Jan 2022 - Mar 2022*

- **Design leadership, research & growth:** Partnered with product and marketing teams on responsive marketing website redesign, lifting retention 43% within 90 days and driving 11% organic traffic growth through brand, SEO, and content work; led market research and user testing that informed successful Seed 2 funding round.

Designer (Freelance) *New York, NY* *Apr 2019 - Jan 2022*

- **Digital design:** Led E2E product design and UX research for 1 startup and 2 clients across media, technology, and medical industries as a Designlab student intern and post-grad UX designer.
- **Brand & spatial design:** Production designer for Ralph Lauren media teams (social, advertising, streaming) and installation designer for various clients including Ceysson & Bénétière, David Zwirner, Pace Gallery, etc. partnering with directors and curators.

Lead Maps Specialist - Apple *Austin, Texas* *Mar 2018 - Mar 2019*

- **UX leadership:** Led product teams to enhance consumer UX and designed data visualization that reduced mapping data errors 17% pre-launch; coordinated global delivery of 2 flagship products for 700M+ active users.

GIS & Urban Planning Specialist - Various Organizations *Austin, Texas* *Feb 2017 - Feb 2018*

- **Geospatial design & urban planning:** GIS Specialist Intern at DrillingInfo (now Enverus), Urban Planning Specialist (Contractor) with the Texas Historical Commission, and GIS Research Assistant for the UT Austin Department of Geography.

PROJECTS

SmartStepAI (Independent Project): Partnered directly with principal engineer and designed the information architecture, user interface, and brand identity for an AI-powered studying tool to help medical providers stay current on medical knowledge and practices.

EDUCATION

UX Design Certificate - Designlab, 2021 - 2022

B.A., Geographic Information Science, Landscape Architecture - University of Texas at Austin, 2013 - 2017