MAXI LEE

Lead Service Design Strategist | AIX Architect

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SUMMARY

Service design strategist and AIX architect with 8+ years turning ambiguous, cross-sector challenges into scalable, human-centered systems and AI-enabled strategies. Pairs design-first execution with evaluative research, usability testing, and concept validation to connect user needs, business goals, and operational realities, building trust with stakeholders across business, product, and technology. Builds governance models that modernize complex enterprise workflows and deliver measurable outcomes such as a 9.5% revenue lift.

SKILLS

Core: Service Design, Journey Mapping & Management, User Research & Synthesis, Concept Development, AI-Assisted Prototyping, Taxonomy Design, Systems Mapping, Information Architecture, Creative Storytelling, Stakeholder Management, Omnichannel Experience, Ecosystem Design, Enterprise Strategy, AI/ML, UX & Product Design, Design Systems, Production & Spatial Design

Tools: Figma, Claude, TheyDo, Adobe, ChatGPT, Gemini, Airtable, Jira, Confluence, Quantum Metric, Glassbox, VS Code, Procreate

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

EXPERIENCE

Service Design Strategist (Contractor) - State Farm *Aug 2026 - Present*
Chicago, IL (Remote)

- **Service design strategy and AI:** Standing up a journey management and taxonomy system in TheyDo with senior leadership, backed by governance and training resources, and piloting AI-powered service design solutions that unify and modernize 36+ teams across the design organization.
- **Product experience delivery:** Grounded strategy in shipped work: online self-service policy management, an entirely new digital capability, plus a Defensive Driver Discount, driving a 41% increase in digital conversion for new business line policies.

Senior Experience Designer III - Verizon *Mar 2024 - Aug 2026*
New York, NY (Hybrid)

- **Service blueprinting:** Directed service blueprinting for 6+ core services, mapping omnichannel touchpoints and handoffs, driving 180K+ conversions, a 9.5% gross revenue lift in 60 days, and a 33% drop in projected call center volume.
- **Cross-functional alignment:** Led alignment across 15 design teams and 50+ stakeholders with a Customer Intents framework and playbook, shifting teams to end-to-end journey thinking and cutting kickoff time by 2 weeks.
- **AI-enabled insights:** Architected an AI ecosystem connecting 5 platforms to surface omnichannel pain points, cutting research-to-roadmap time by 40% and speeding delivery and documentation by 75%; built an AI-powered UX health framework.
- **Community and mentorship:** Founded a Service Design Community of Practice for 75+ partners and mentored 5 designers.

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

- **Research and testing:** Founded and led a 4-person agile design team as lead designer and researcher, partnering with stakeholders to find opportunities and testing with users before launch; lifted workflow efficiency 36%.
- **Ecosystem modernization:** Designed AI-powered enterprise tools and AI taxonomy tagging; consolidated core tools from 13 to 7, improved portfolio delivery 41%, and presented long-range plans to SVP leadership.

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

- **Research and growth:** Redesign lifted retention 43% in 90 days and organic traffic 11%; research informed a Seed 2 round.

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

- **Digital and spatial design:** Designed for 1 startup and 2 clients across media, technology, and medical; production design for Ralph Lauren and installations for Ceysson & Bénétière and Pace Gallery.

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

GIS and Urban Planning Specialist - Various Organizations *Feb 2017 - Feb 2018*
Austin, TX

PROJECTS

SmartStepAI (Independent Project): Designed an AI healthcare tool with a principal engineer to keep medical providers current.

EDUCATION

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

UX Design Certificate - Designlab, 2021-2022