

Lily Tzu-I Lee

Contact

www.tzuilee.design

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Skills

Design

Wireframe
User Flow
IA
Prototype
UI Design

Research

Interview
Contextual Inquiry
Heuristic Evaluation
Survey
Usability Testing
Comparative Study

Software

Figma
Sketch
Origami
Principle
Protopie
Illustrator
Photoshop
Jira

Development

HTML5/CSS3
JavaScript
jQuery
Bootstrap
PHP
SQL

Education

University of Michigan

May 2017 | Ann Arbor, MI
M.S. in Information

Major: Human-Computer Interaction

Finalist(12/62), ACM CHI 2016 Student Design Competition

National Taiwan University

June 2014 | Taipei, Taiwan

M.S. in Occupational Therapy

B.S. in Occupational Therapy

Work Experience

Meta, Product Designer

Melo Park, CA | Dec. 2021 -

Designing collaboration products to improve team communication and productivity on Workplace and internal tools.

Driving vision and strategy for the future of synchronous collaboration in the hybrid work environment with the cross-functional partners.

Mentoring early career designers and design students.

Levi Strauss & Co, Product Designer

San Francisco, CA | Aug. 2018 - Dec. 2021

Designed Levi's core e-commerce experience across web and mobile app(iOS/Android). Areas include search & browse, cart & checkout, and customer support.

Designed Levi's loyalty programs for new user acquisition and retention. Successfully launched loyalty programs in the US and 7 countries in Europe.

Collaborated with the cross-functional team to conduct usability studies and A/B testing. Leveraged user insights and web analytics to inform designs.

FINRA, UX Designer

Rockville, MD | Aug. 2017 - Aug. 2018

Designed the new Central Registration Depository which is a central licensing and registration system used by the U.S. securities industry and its regulators.

Collaborated with PMs, developers, regulators and UX researchers to create IA, interaction flows, visual mockups, and prototypes.

TP-LINK, UX Design Intern

San Jose, CA | May. 2016 - Aug. 2016

Created wireframes and interaction flows for KASA app on iOS and Android which accommodate smart home products.

Conducted comparative analysis, produced information architecture and defined high-level design guidelines.

Worked in an agile environment by collaborating with product owners, developers, project managers, and QA engineers.