Akira Lee (Yi-Ting Lee)
Product Designer

Multi-faceted designer with 6 years of experience launching complex digital products, specializing in implementing pixel perfect design systems, animating micro-interactions, prototyping, and testing.

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Product Designer — Heat Waves

Sep 2020 – Present, Los Angeles

- Designed a suite of sophisticated tools that support executive decision-making and optimize workflows for a leading tech company. Collaborated with tech, strategy, and design teams to launch MVP and implement fast-follow updates.
- Pitched design concepts and rallied clients around recommended ideas by creating wireframes, user flows, and prototypes for SaaS products and marketing experiences across various industries.
- Organized all design work into design systems for client handoffs, including formal documentation on component behavior, state changes, and edge case scenarios
- Led workshops with clients to provide a deeper understanding of their business objectives and to ideate on potential design solutions.

Web Design Intern — Wix.com

Jun 2019 – Aug 2019, New York

1 of 40 designers selected worldwide for the Wix Summer Program

- Designed an immersive landing page for a book launch, leveraging micro-interactions and strong typography to create a compelling reading experience.
- Art directed the site redesign for a social justice nonprofit organization. Key drivers of success were the optimized information architecture and positive reactions to the rebrand experience.

Lead Brand Designer — Hank & Maxwell Studio

Feb 2018 – Apr 2018, Taipei

- Created the studio's entire visual identity and organized testing, which showed a positive response to the rebrand from their target audience.
- Established style guides for print and digital marketing as well as site design, which generated consistent products and campaigns across multiple channels.
- Mentored junior designers on design best practices and industry trends.

Education

MFA in Design and Technology

Persona School of Design
Sep 2018 – May 2020

BA in Advertising
BS in Digital Content and Technology

National Chengchi University
Sep 2012 – Jun 2016

Skills

Problem-solving
UI and Interaction design
Prototyping
Journey mapping
Landscape research
Vision presentation
Branding
Motion design
Video editing

Tools

Figma
Sketch
Adobe Creative Suite
Invision
Principle