

Lee Williams

Multi-disciplinary designer with experience in startups, fortune 500, publishing, and government.

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Currently

LogRocket / Senior Product Designer
October 2022 - present Remote

LogRocket is a session replay and product analytics solution that helps developers and product teams understand and troubleshoot issues in web and mobile applications.

- As part of the metrics/analytics team, collaborated with PMs, engineers, and stakeholders to elevate LogRocket's Metrics tool. Our work has yielded a 40% increase in metrics usage over the past year (2023).
- Spearheading a comprehensive revamp of the LogRocket filtering experience, systematizing each filter to adhere to a sustainable and logic-driven pattern. This initiative aims to enhance user comprehension, streamline metrics maintenance, and expedite development processes for increased efficiency.

Toolkit

Interface design	Agile/Scrum	Data visualization
User experience design	Stakeholder management	Editorial design
Interaction design	Design systems	Graphic design
Un/Moderated testing	Prototyping	Identity design
Customer research	HTML/CSS/JS	Motion graphics

Previously

Faraday AI / Lead Product Designer
April 2021 - September 2022 Remote

Faraday is a consumer prediction platform that enables you to use data science and machine learning to grow your business intelligently and efficiently.

- Led all product design efforts. Managed end-to-end experience, collaborated with founders, product, engineering, and customer success teams.
- Conducted an extensive audit of the application, redesigned the core product, and delivered a comprehensive design system.

Wayfair / Product Design Manager

September 2019 - April 2021 Boston, MA & Remote

Collaborated with multiple teams dedicated to enhancing Wayfair's supplier experience for the Castlegate product. Castlegate efficiently manages warehouse inventory for suppliers, ensuring stock maintenance, and expediting delivery for a streamlined customer experience.

- Refined application that advised suppliers on stocking recommendations, forecasted optimal quantities for inventory maintenance, organized orders into efficient shipments, and provided recommendations on strategic placement within Wayfair's warehouse network.
- Facilitated the seamless flow of approximately \$2 billion worth of inventory annually through the effective utilization of this tool.

InsightSquared / Senior Product Designer

December 2014 - September 2019 Boston, MA

Consumer Financial Protection Bureau (CFPB) / Technology and Innovation Fellowship

January 2013 - December 2014 Washington D.C. Remote

Runner's World Magazine / Assistant Art Director

2008 - 2010 New York, NY & Emmaus, PA

Time Inc. Content Solutions / Designer

2005 - 2008 New York, NY

Education

Parsons the New School for Design / MFA Design & Technology

2010 - 2012 New York, NY

The University of the Arts / BFA Graphic Design

2000 - 2004 Philadelphia, PA