

# LEE O'CONNOR

## DESIGNER

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## PROFILE

- **Creative UX/ Product Designer:** Blending Innovative Web Design with User-Centric Product/UX Solutions
- **10+ years of client-facing experience** in creative direction and commercial photography.
- Human-centered design philosophy to streamline digital experiences and help businesses solve design challenges.

## EXPERIENCE

### Freelance

New York, NY

### Designer

2020-current

- **Contract Designer at THIA AI Platform** -Designed and updated the company website, created visually compelling marketing materials, technical diagrams, and dynamic slideshow presentations.
- **Freelance Production Designer at Unlabeled** - Supported the website design for NLEN (a nonprofit organization) by executing color layouts, creating reusable components, building/modifying AI-generated wireframes, and collaborating cross-functionally with both design and development teams.
- **UX Designer for DunkZone** - Led a design team during the initial phase of designing an e-commerce product flow. Worked on a design system and conducted research for non-profit company Dunk4Dreams.
- **Design Internship at Superunknown Studios**- Learned **AI research and design strategies** for product design. Collaborated with **Netflix** as a member of the design team, using generative AI workflows to innovate brand redesign concepts.
- **Revitalized Darlington Custom Leather's online store**, resulting in an **82% increase in customer satisfaction** with website design and navigation.

### Lee O'Connor Photography

New York, NY

### Commercial/Editorial Photographer

2010-2020

- 10+ years client-facing experience with multiple stakeholders, creating and delivering finalized branding imagery for over **20+ clients**, including **Estée Lauder, Target, Rebecca Minkoff, Kate Spade and CBS**.
- Led a 6-person photo team at **Todd Oldham Studio**, a world-renowned design studio. Photographed **15+ seasons** of visual assets for KMM product packaging for **Target, Walmart** and wholesale distribution.
- Frequently project-managed all elements of photo shoots, including budgeting, model casting, and creative direction.
- **Highlights:** Creator, producer, photographer and director for a **7 minute documentary** for fashion brand Opening Ceremony. Photographer and Director for **Fluide Beauty web campaign** video and still photography. Photographer and Video Director for **Rebecca Minkoff** Spring/Summer web campaign.

## SKILLS

Usability Testing, UX Research, UX Design, Wireframing, High-Fidelity Prototyping, User Flows, User Journeys, Journey Maps, Empathy Maps, Information Architecture, Responsive Design, HTML, CSS, Accessibility Knowledge, SEO, Google Analytics, Agile workflow, Project Management, Typography, Iconography, Branding, Identity Design, Creative Direction, Production, Photography, Photo Shoot Production, Generative AI for UX Design, Prompt Engineering for Design, Prompt Engineering for UX Research and Persona Development

## TOOLS

Figma, Lovable, Relume, Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere, Lightroom), Canva, Slack, Zoom, VSCode, InVision, OptimalSort, Mural, Miro, Lucidchart, Maze, Jira, Chrome DevTools, Microsoft Office Suite, Lyssna, ChatGPT, Midjourney, Google Suite, PowerPoint, Wordpress, Wix, Squarespace

## EDUCATION & CERTIFICATIONS

- Udemy Digital Marketing Certification
- Skillcrush UX Design + Frontend Development Certificate
- BFA Photography, The University of the Arts