

Guy Lee

“I believe design is a strategic decision made by cross-functional teams, driven by data and met at the intersection of business, technology and customers.”

Contact

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Education

Master of Professional Study /
New York University
Interactive Telecommunications
New York, 2005-2007

Master of Fine Arts / National
Chiao Tung University
Visual Communication Design
Taiwan, 2001-2003

Experience

Design Strategist / New Jersey Office of Innovation

Jan 2021 - Present

- First design hire for Business First Stop initiative to build long-term design strategy and day-to-day practices
- Part of expert panel in procurement recommendation process

Design Lead / Walmart Digital, Supplier Experience

Aug 2019 - Dec 2020 / Hoboken, NJ - NYC

- Oversaw the design vision and strategy for supplier onboarding, dashboard (RetailLink), and internal tools
- The onboarding redesign improved the supplier onboarding time from 12 to 1 week, and NPS from -30 to 80

Design Lead / Rakuten Intelligence

Nov 2016 - Aug 2019 / San Mateo, CA - NYC

- Led the function of Experience Design including B2B eCommerce reporting and B2C online shopping apps
- Responsible for the people, processes, and structure to help the company build the first homebrew product “Signals”
- Facilitated design sprints to prototype and incubate the company’s next big idea “Atlas” - a logistics data product

Product Designer / Change.org, Revenue

May - Nov 2016 / San Francisco, CA

- Led redesign efforts for the legacy product Promoted Petitions
- Conceptualized, storyboarded and user-researched the new reporting and membership products

Product Designer / Coursera, Learning Experience

May 2015 - Apr 2016 / Mountain View, CA

- Built the first centralized design system and component library
- Led the redesign of “My Purchases” to improve learners’ purchase and refund experience to reduce complaint tickets by 40%

Design Co-founder / Feely iPhone app

2012 - 2015 / NYC

A personal journal allowed users to express their emotions and share them with close friends
