

15 years of user-centric design experience on consumer and enterprise products; leading cross-functional collaborations to solve customer problems

Thor Lee

Aka. Yu-Ming Li

EXPERIENCE

Sr. UX Designer, Amazon Care, Amazon.com, Inc. | Palo Alto, CA, USA, Oct. 2020 - present

Responsible for creating digital healthcare patient experience on iOS and Android apps. Define CX direction from ambiguity and influence requirements to achieve business objectives and customer values. Drive design process, facilitate cross-functional collaborations including Design Sprints, workshops and user researches, and communicate with different levels of audiences in org.

- *Designed and shipped nationwide license-based virtual care experience and evolving enhancements*
- *Designed and shipped dynamic service quick access*

Sr. Design Manager, Netgear, Inc. | San Jose, CA, USA, Mar. - Sep. 2020

Responsible for managing a design team and agency representatives and leading consumer home networking and IoT apps and services.

- *Designed and shipped Smart Parental Control service; evolved to improve 155% in conversions*
- *Reinvented and shipped the onboarding experience of Wi-Fi router apps*

Design Manager and Product Lead, Adobe, Inc. | San Francisco, CA, USA, Aug. 2017 - Feb. 2020

Responsible for leading and managing a multi-discipline design team to resolve enterprise and SMB customers' challenges on AI Automation Services, Business Administration, and Document Cloud Integrations domains. Drove ambiguous initiatives into tangible outcomes as north star vision and incremental steps. Advocated UCD process and facilitated cross-function team collaborations, including Design Sprint. Created design strategies for scaleable experience and operational efficiency against business objectives, stakeholders, customer journey, and users' touching points. Built a collaborative design team. Mentored design talents on finding individual strengths and developing a unique career path.

- *Built AI Automated Tasks product and service from scratch*
- *Redesigned and shortened 96% license deployment time*
- *Redesigned and shortened customer support resolving time by 21% from 8 days to 6.6 days; integrated and modularized support experience across Creative Cloud, Document Cloud, and Experience Cloud (service design)*
- *Delivered and enabled customers to deploy Adobe licenses with Azure Active Directory integration in 30 mins, vs. average 2 weeks to 6 months deployment time in the past*
- *Rated as 80%+ favorable manager in 2018 and 2019 employee*

Lead Designer, Rhumbix, Inc. | San Francisco, CA, USA, Mar. 2016 - Aug. 2017, Construction Industry

Responsible for leading design team, developing design strategy, and excusing to deliver user experience on website, web and mobile apps. Established Design Thinking methodology and process in the product development cycle. Defined success metrics and measure usability.

- *Designed and shipped timekeeping and quantity reporting mobile app to reduce foremen's workload:*
 - *Daily timekeeping: < 5 minutes now vs. 40+ minutes traditional paper process for a 10-person crew**
 - *Weekly reporting: Average 4 minutes per report now vs. 2+ hours traditional paper process**
- *Redesigned, launched, and maintained company website to smoothen early phases of the customer journey and increase 182% average daily traffic/sessions, 187% users, and 170% visiting duration* (*Data on 03/2017)*

Sr. Product Designer, Citrix Systems, Inc. | Santa Clara, CA, USA, Dec. 2011 - Mar. 2016

Responsible for enterprise IT virtualization and mobile management product design.

- *Being selected into Citrix Startup Accelerator Innovation Program. Founded and launched the mobile app Cubefree that helped remote workers find working space with high-quality Wi-Fi. (Internal startup)*
- *Designed and shipped next-gen Citrix Receiver, the end-user client of enterprise apps and in-virtual-session experience, across iOS, Android, Windows, Mac, Chromebook, and HTML5 Chrome Browser*

Sr. UI Designer, Corel Corporation | Taipei, Taiwan, and Shanghai, China, Aug. 2010 - Oct. 2011

Specialist, Cyberlink Corporation | Taiwan, Feb. 2010 - Jul. 2010

Sr. GUI Designer, HTC Corporation | Taiwan, Sep. 2009 - Jan. 2010

UI Designer, ASUSTek Computer Inc. | Taiwan, May 2007 - Aug. 2009

yumingli.thor@gmail.com

+1.408.218.9111

www.linkedin.com/in/thorlee

www.thorlee.com

www.flickr.com/photos/sorryli

EDUCATION & CERTIFICATES

Growth Series, Retention + Engagement Deep Dive, Experiment + Testing Deep Dive, Reforge | 2019 & 2020

Business Perspectives for Creative Leaders, Executive Education, ALGA, Yale School of Management | 2017

Nielsen Norman Group UX Certification: Information Architecture, Analytics and User Experience, Measuring User Experience, Design Tradeoffs and UX Decision Frameworks | 2016 & 2018

Citrix Startup Accelerator Innovation Program, founded and launched Cubefree iOS app | USA, Jun. 2014

B.A. Commercial Design, Chung Yuan Christian University (CYCU) | Taiwan, Sep. 1998 - Jun. 2002

HONOR & AWARDS

User Experience Design 3-day workshop for undergraduate students, CYCU | Feb. 2016

Practical Visualization UX Australia 2014 conference speaker | Sydney, Australia, Aug. 2014
User Friendly 2014 conference workshop host | Wuxi, China, Nov. 2014

ASUS Photography Contest silver prize | Taiwan, 2008

Phi Tau Phi Scholastic Honor Society | Taiwan, 2002

PRIOR EXPERIENCE

Graphics Designer, Freelance: Audi Accessories Brochure | 2006 - 2007

Photographer: Taiwan YiTzy Dance Folk Theatre, International Council of Organizations of Folklore Festivals and Folk Arts (CIOFF) | 2006

Teaching Assistant, CYCU | 2004 - 2006

Radar Operator, Coast Guard Administration, Military | 2002 - 2004