Tiffany Lee

Product Designer

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About me

Experienced mother, artist, teacher and fiery doer. I build things on and off the screen that beautify, simplify and organize human need. Passionate about creative projects, power tools and understanding people.

Skills

- UX/UI
- Software or platform design
- Design thinking
- Figma
- Prototyping
- Wireframing
- AEM Authoring
- Facilitation
- Clear communicator

Education

2008
BFA BACHELORS FINE ART
The Ohio State University

2006
STUDY ABROAD - DESIGN
EDSI Rio de Janeiro

Experience

Axon | 2022-Present I Seattle, WA

PRODUCT DESIGNER II

Where tech meets public safety. Axon develops technology and smart weapons products for military, law enforcement, and civilians with the goal to heavily reduce gun deaths between the public and police. Within the design and research org, the platform team supports design across software products and experiences . My role includes:

- Customer centric design support
- Design system upkeep and guidance
- Create and orchestrate cohesion across multiple products
- Product and user flow solutions
- Heavy cross functional collaboration with the goal to streamline efforts
- Technical component and pattern design
- Take ownership of design documentation
- Accessibility WCAG support
- Design operations and dot connecting
- Support individuals and teams with holistic, foundational thinking
- Facilitate important conversations to move design forward
- Listen closely and respond to internal feedback about the larger department and immediate team processes with the goal to simplify and clarify the complex

Twitter | 2020-2022 | San Francisco, CA

SENIOR PRODUCT DESIGNER & AEM AUTHOR

User focused design system lead on component and pattern UX and accessibility used by over 37 partners. My ultimate goal was to create the highest quality products possible using the system we had - pushing and pulling the rules of how design processes were approached and implemented in code.

- Built products in AEM (Adobe Experience Manager) from start to finish
- Optimize designs that fit within the limitations of our technical framework
- Accessibility partnership and consultation per WCAG guidelines
- Led and contributed to the holistic marketing design system
- Empowered teams by training and consulting on design best practices
- Identify potential areas for simplification and improved consistency
- Excellent communication, presentation, and interpersonal skills
- Ability to translate complex thinking to business stakeholders
- Heavy collaboration with partners and cross functions to solve strategic initiatives and new program challenges quickly
- Identify the most impactful concepts and push them through a process of critical evaluation, execution, experimentation, success—or failure
- Led large project initiatives with a UX and foundational design lens
- Solved many technical troubleshooting issues for various teams using AEM and our design system
- Worked very closely with operations, program managers and engineering teams

DemandPDX | 2017-2020 | Portland, OR

SENIOR UX DESIGNER

Focusing on user experience, we are able to simplify complex issues by creating accessible products, branded design systems, scalable component libraries and integrated content/social strategies.

- Big box Salesforce e-commerce clients
- UX design
- Wireframes & prototyping
- Design & systems thinking
- Mobile first strategy
- Collaborate with business & engineering teams

Columbia Sportswear | 2013-16, 2019-20 I Beaverton, OR

SENIOR DIGITAL DESIGNER, AEM CONTENT AUTHOR

Aid in the mobile first digital re-platform of the Columbia Sportswear family of brands. Designing beyond our immediate role and assisting other departments with impactful initiatives, insights and more efficient workflows.

- Responsive site re-platform and design
- Seasonal campaigns
- Scalable design templates that involved user testing
- Rigorous email marketing creative
- Global brand initiatives
- Content migration
- AEM authoring (Adobe Experience Manager)
- Complex component configuration
- User experience design

Fahlgren Mortine Ad Agency | 2011-2013 | Columbus, OH

SENIOR DIGITAL DESIGNER

Worked as one of the lead designers of a small, yet powerful digital team to tackle complex web problems for a variety of clients and industries in a fast paced, full service agency.

- Web design & branding from the ground up
- Digital marketing campaigns
- Interactive applications
- Creative concept initiatives and execution for ad campaigns in social media, digital and traditional advertising
- Digitize brand initiatives

For earlier work experience please view my LinkedIn profile.