

SEAN LEE *Product Designer · Vibe Coder*

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Product Designer and Vibe Coder who designs systems and ships them to production.

9+ years building across LegalTech, HealthTech, PropTech, IoT, and AI.

Works directly with engineers from system design through to front-end implementation, applying AI-assisted workflows to accelerate exploration, prototyping, and iteration.

EXPERIENCE

04/2024 – Present

Principal Product Designer, Open Law

- Redesigned JADE's activation system end-to-end: signup, onboarding, payment flows, and email templates, shipping front-end code to production alongside engineers. Signups surged from ~30/day to 1,547 at peak; 2,741 dormant users reactivated within 3 days of launch.
- Shaped UX strategy and design direction across JADE, Victorian Reports, Jasmine, and the Open Law Directory, translating complex legal domain requirements into clear product structures for courts, barristers, and law firms across Australia.
- Collaborated with barristers and legal publishers to ensure platform decisions are grounded in real-world legal research and publishing workflows.
- Established design system foundations across Open Law products, supporting faster and more consistent product iteration.

08/2024 – 04/2025

UX/UI Designer, Danone

- Led design of a digital home pharmacy platform, consolidating separate patient, pharmacist, and operational workflows into a single centralised experience to reduce cross-party friction.
- Designed features for prescription validation, order tracking, delivery updates, and cross-party communication between healthcare providers and patients.
- Restructured information architecture around critical pharmacy actions, improving operational visibility across prescription, fulfilment, and delivery stages.

09/2023 – 08/2024

UX/UI Specialist, University of Technology Sydney

- Introduced a design system and data visualisation colour framework to improve visual consistency and accessibility, successfully driving adoption across multiple UTS products by persuading stakeholders across faculties and service divisions.
- Conducted user research and co-design sessions across faculties and service divisions; translated findings rapidly into high-fidelity designs.
- Facilitated user testing sessions to validate design solutions and inform product direction, communicating decisions clearly across the organisation.

- 08/2023 – 03/2024 **UI Designer, Design System, OneRoom Streaming**
 - Built and maintained a component-level design system for a streaming platform, establishing shared UI patterns and documentation to support consistent, scalable product development.

- 12/2022 – 07/2023 **Senior Product Designer, Wallace**
 - Rise: Urban planning and home investment platform simplifying complex regulatory decisions
 - EvaOS: Spatial smart-home control interface with novel 3D interaction models, used in investor demonstrations
 - Biolink: Mobile diagnostic testing app supporting COVID-19, Flu, and RSV self-testing

- 06/2022 – 08/2022 **Senior UX/UI Designer, Metigy**
 - Collaborated with PMs and designers to define user flows and explore AI product opportunities; validated design concepts through user testing and iterated to high-fidelity.
 - Contributed to the evolution of a scalable design system, supporting team-wide consistency and development velocity.

- 11/2019 – 03/2022 **Senior UX Designer, Pushpay**
 - Defined product design direction alongside PMs and researchers, running user research, building interactive prototypes, and validating solutions through testing before engineering implementation.
 - Worked closely with engineering to ensure design intent carried through to production, and maintained the design system to ensure long-term consistency.

- 06/2018 – 11/2019 **UX/UI Designer, Blerter**
 - Led re-branding across web and mobile products; drove iterative improvements informed by user testing.

Earlier roles include UX/UI positions at Unleashed and Haystack, and co-founding CarMate, building experience across product design, branding, and early-stage startups (2015–2019).

EDUCATION

- Bachelor of Engineering (Hons), Civil & Environmental, University of Auckland
- Front End Development Bootcamp, Yoobee School of Design, Auckland

CORE SKILLS

AI-assisted Design Workflows • Product Strategy • Platform Design • Design Systems • UX Strategy • Figma • Interaction Design • Information Architecture • User Research • Prototyping • Stakeholder Collaboration • Front-end Implementation (HTML / CSS)