

Ariel Lee

UX / Product Designer · Design Systems · AI-Augmented Workflows · Complex Enterprise Platforms
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UX/Product Designer with 6+ years of end-to-end experience across enterprise SaaS, consumer products, and partner-facing platforms. I own work from strategy to launch, designing compliance systems at Amazon scale, building design systems from zero, integrating AI into workflows, and shipping consumer games that broke engagement records. I introduced OOUX as a methodology for complex system redesigns, built AI-powered tools to improve team predictability, and have led design across cross-functional teams spanning engineering, product, legal, marketing, and international stakeholders. As a former startup founder, I bring the perspective of someone who has designed for and run a small business, grounding every decision in real operator and user needs.

EXPERIENCE

UX Designer II · Amazon Mar 2022 – Present · Austin, TX

Design Systems

- Built the Buy with Prime (BWP) design system from scratch over four months — cataloging ~100 components with usage context, variation rationale, decision history, dev status (live / planned / backlog), and links to supporting BRDs, wikis, and research findings; gave designers a single source of truth and eliminated recurring verification rounds.
- Audited ~66 UI components across Katal and Cloudscape design systems for the ASCS platform migration — evaluating similarity, behavioral parity, variant coverage, and migration complexity; identified ~24% with documentation gaps or inconsistent cross-product implementations.
- Defined ASCS-specific patterns not covered by either system; proposed and documented net-new contributions back to Cloudscape; benchmarked against NGS outcomes (up to -95.8% time-on-task reduction) to make the adopt-vs-innovate case to leadership.
- Led cross-team initiative to maintain and evolve the design system as BWP transitioned to ASCS; created onboarding artifacts and documented tribal knowledge to accelerate team ramp-up and protect institutional memory.

Partner Integrations & Commerce

- Delivered end-to-end design for Roborock's anniversary sale integration in six weeks: audited their current BWP experience, prepared a cross-timezone presentation for the China-based team with prioritized, research-backed UI recommendations, and drove 70%+ suggestion adoption — resulting in a 21% order take rate (2x the benchmark), \$663K in sales, and SKU enablement expanding from <5% to 66% post-event.
- Designed Roborock-specific improvements including Prime badge visibility, Ratings from Amazon (RFA) integration, checkout flow friction reduction, PLP enhancements, and coordinated \$60K in ADSP + social ad campaign assets — eliminating a full week off the typical integration timeline.
- Supported partner UX for SAKS, Bissell, and additional lighthouse merchants — conducting UX calls, answering merchant questions, and providing strategic design guidance grounded in BWP's platform capabilities and constraints.

Consumer Product Design

- Pitched, designed, and launched Critter Creamery within Amazon's FC Games catalog following a hackathon win — a passive engagement game for fulfillment center associates designed around FC Games' core rules: don't compete, don't distract, don't race.
- Designed 16 character sprites, 18 unique ice cream flavors, 4 location environments, and 14 character emotes; created reusable animations (stir, chop, serve) to allow rapid future expansion without net-new asset production.
- Critter Creamery became the most-played game globally on launch day with 29% of FC Games utilization, 85.7% satisfaction rating, +137 bps utilization increase, and +209 bps reach increase — bringing 5,000 net-new players to the platform.
- As of Jan 2026: 109,461 unique players, 6.6M+ hours of gameplay (equivalent to 700+ calendar years), 10–12K daily active players, 85.6% positive sentiment vs. 82.1% network average, and 33% market share vs. 20% for the second-place game — the highest engagement record in FC Games history.

- Froggy (the main character) was adopted as the official FC Games onboarding mascot; designed 16 custom emotes now embedded across training and onboarding scripts globally.

Enterprise UX & Complex Systems

- Led OOUX-based redesign of AUSTIN's template authoring workflow for Inspections, Compliance Activities, and Audits — unifying three disparate ingestion models (form-based, in-system, import) into a single objects-first Authoring Hub; reduced screen count from 20+ to ~15 while resolving 20+ major user pain points and addressing 450+ support tickets.
- Facilitated multi-day OOUX workshops with L6–L10 stakeholders across WHS, EAP, and compliance BU teams — running noun-mining, object relationship mapping, attribute definition, and CTA inventory exercises to surface hidden complexity and align cross-team mental models.
- Identified the Question Bank as the highest-complexity object in the system through structured auditing; conducted 12+ concept-testing sessions with stakeholders on 3 design directions, then co-developed a hybrid solution with FE engineers through iterative async design critique.
- Designed an end-to-end compliance management system enabling Amazon to manage \$90B+ in regulated product across 14.5K+ facilities in 40+ countries — supporting 8M+ annual compliance executions across 5K+ global sites using 9K+ active templates.
- Spearheaded design and delivery of 3 global digital experiences, including a system managing 140K+ documents, to close compliance gaps with international and local regulatory requirements.
- Designed and launched a document importer that saved 2–3 months of team effort and enabled self-service features for on-time Audit season delivery.
- Built an AI-powered UX Estimation Tool using v0 and Claude — providing data-backed timeline projections at intake to improve stakeholder expectations and team predictability; introduced OOUX to the broader team through workshop facilitation and documentation.
- Created a research backlog system that boosted UX recommendation visibility and prioritization by 27% quarter-over-quarter; planned and analyzed a mixed-method study with 700+ user insights, identifying 3 new response types that improved data mining from regulatory inspections.

Founder & CEO · Remane Jan 2020 – Dec 2022 · Austin, TX

- Founded and scaled a data science-powered SMB platform offering personalized hair care recommendations to people with curly and kinky hair — designed every user touchpoint from IA to onboarding to marketing assets.
- Secured \$15K+ in funding from Target Incubator and Techstars during the height of the pandemic; exhibited at CES Eureka Park; finalist in 6 pitch competitions.
- Operated as sole designer and product lead: built agile workflows from scratch, managed design-to-build process with lean resources, and blended market research with design storytelling to craft investor narratives.
- Named to Forbes Next 1000 and Austin Business Journal 25 Under 25; featured in 15+ national press outlets including Forbes, Texas Standard, and Authority Magazine.

Service & Interaction Designer · Accenture Digital Studio May 2019 – Mar 2022 · Washington, DC

- Designed 508-compliant digital products in an agile environment, collaborating across 9 scrum teams to ensure seamless design-to-development handoffs; improved government platform navigation by 35% through iterative usability testing.
- Led service blueprinting workshops and stakeholder alignment sessions for a SaaS platform used by 3.4M Americans — kept user needs central while helping PMs clarify ambiguous problem spaces and make architectural decisions.
- Used storyboarding to build a visual comic that communicated user needs and business value of planned improvements; contributed directly to securing a multi-million dollar contract renewal.
- (Intern) Planned and facilitated 3 design workshops — capturing actionable insights, defining product opportunities, and clarifying user journeys and personas for a complex government system.

SKILLS & TOOLS

Design Methods End-to-end product design · OOUX (Object-Oriented UX) · Design systems · Information architecture · Interaction design · Visual design · Service design & blueprinting · User research · Usability testing · Workshop facilitation · Storyboarding · Game design

AI & Technical	AI-augmented design workflows · Prompt & context engineering · Agent orchestration · HTML · JavaScript · Vercel · v0 · Claude Code · Vibecoding
Tools	Figma · Figma Make · Adobe Creative Suite · Sketch · InVision · Kiro · Builder · Pendo
Collaboration	Cross-functional stakeholder alignment · International partner management · Async design critique · Engineering handoff · Agile / Kanban

RECOGNITION, SPEAKING & TEACHING

Awards	Forbes Next 1000 · Austin Business Journal 25 Under 25 · 3× Hackathon Winner (2024) · CES Eureka Park Exhibitor · Pendo Product Lead Certification (2023)
Speaking	TEDx · Google · Kendra Scott Women's Institute — UT Austin · Frontera Leadership Institute — Brownsville Community College
Teaching	Guest Lecturer: UT Austin Product Prodigy, Frontera Leadership Institute (intro to UX, rapid prototyping, AI in design workflows)
Mentorship	Mentored junior designer through full portfolio development program → 3 interviews secured, 1 converted to ongoing freelance engagement

EDUCATION

Degree	B.S. Studio Art · University of Texas at Austin · 2020
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