



Tou Lee

Product Designer

Profile

Experienced product designer with over 10 years in the design world, adept at crafting effective solutions across various industries. Strong expertise in visual and user experience design, paired with a deep understanding of front-end engineering. Skilled at bridging the gap between design and development to create seamless, technically sound, and user-centric product experiences.

Contact

Email

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Phone

715-212-1900

Education

University of Wisconsin – Stout

Summa Cum Laude, 2011

BFA in Multimedia Design

Minor in Computer Science

Capabilities

Design

Adobe Suite, Affinity Suite, Sketch, Figma, Rive, Design Thinking

Development

HTML, CSS (Sass), ES (ES6, React, VueJS), Ruby on Rails, Git

Experience

Lead Product Designer

Moxe Health, 2021-2025

- Led product design for the inaugural release of the Release of Information enterprise platform.
- Led the redesign of the Point of Care platform to enhance features and streamline the user experience.
- Led the design of the first internal configuration tool, reducing time to task for the implementation team.
- Established internal design processes, principles, and a design system to bridge the gap between design and engineering.

Lead UX Design Engineer

Pure Oxygen Labs, 2019-2021

- Led front-end development and redesign of the URLgenius platform, improving usability, brand identity, and email outreach.
- Designed and implemented new features, including QR code generation, dynamic smart banners, and a searchable app list.

Lead Designer

Wellbe, 2016-2019

- Led the design of new features for the CarePath platform, enhancing patient experiences with visual timelines, task management, and self-service decision-making for elective surgeries.
- Optimized provider workflows by standardizing measures, refining care transitions, and developing a robust reporting dashboard.
- Redesigned internal admin tools, improving usability and productivity for internal teams.

Design Director

wslash, 2011-2016

- Collaborated with the Creative Director to research, ideate, and iterate on design trends, technologies, and best practices, while also serving as a point of contact for the design team, offering problem-solving support, answering questions, and providing critical feedback.
- Translated design solutions into actionable tasks for Learning Experience Designers and served as a technical liaison in projects, working with clients and internal teams to ensure the successful implementation of design solutions.

Tou Lee Design LLC

Contract

World Resource Institute, 2023

- Partnered with Product Studio and Science teams to design a climate hazard product that provided key information to help city leaders make informed decisions about addressing climate risks in their cities.

Retirement Decision Coach, 2021–2022

- Collaborated with the founder to conceptualize a new fintech retirement product, creating intricate user flows that guide users through onboarding, information gathering, and the generation of a customized living dashboard for retirement planning and beyond.

Coach Catalyst, 2019–2021

- Designed a client calendar view with agenda, customizable scheduling, and draggable events while creating an advanced workout system to enhance client interaction, resource management, and the overall web and mobile experience.