

Vincent Lee

Product Designer
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EDUCATION —

Savannah College of Art and Design (SCAD)

B.F.A. User Experience Design
GPA: 3.96 /4.0, Summa Cum Laude
Dean's List All Semesters

EXPERTISE —

Product design	Growth Design
Wireframing	Visual Design
Visual storytelling	UX Research
Systems thinking	Product Thinking

TOOLS —

Claude	Figma
Cursor	HTML/ CSS
Adobe Creative Suite	Webflow

ACCOLADE —

2024 • Industrial Designers Society of America (Silver Award)
2023 • Red Dot Design Award (Winner)
2023 • The Rookies (Rookie Of The Year Finalist - Product Design)

WORK EXPERIENCE —

River: Invest Bitcoin with confident Product Designer II | 2025 - Present

- Reduced page development time by 75% (from 2 days to <5 hours) by architecting a scalable, component based front end system and card library for the marketing website overhaul project.
- Increased first time purchases by 57% and bank linking by 20% by leading the mobile web to native migration and redesign of the end to end onboarding experience.

Second Nature: Property management Product Designer | 2024 - 2025

- Redesigned the lease management experience with automated workflows and streamlined task flows, reducing operational friction for property managers and supporting the OKR of onboarding of 2,700 companies.
- Managed the design system library, standardizing reusable components to unify the experience across products and optimize design and engineering resources for mobile and web.

Peloton: Workout App Product Design Associate | 2023

- Resolved workout data loss by designing a cross platform data caching and sync logic for offline environments, mapping technical edge cases in collaboration with engineering.
- Designed the offline mode UI for advanced users, enabling workout tracking in disconnected environments and increasing engagement for outdoor/travel use cases.

NASA Goddard Space Flight Center UX Designer | 2022 - 2023

- Accelerated climate research workflows by designing the Advanced Mode for the ICESat-2 data tool, enabling scientists to process simultaneous data requests and integrate external libraries.
- Addressed feedback by simplifying technical terminology and optimizing data queuing workflows to streamline the workflow for scientific research.