



Alex Lee

Product Designer with over 6 years of experience

EXPERIENCE

Product Designer, Zanbato

Jun 2015 - Present, Mountain View CA

Helped Zanbato pivot from a SaaS to an alternative trading system business by designing core features for Zanbato's new product, Zanbato Trading (ZX) for Web and iOS. ZX has started from 0 to enabling over 700 members access to trading and market data for over 400 pre-IPO companies; in addition to counter-party matchmaking and execution services.

Contributed towards building a design system for Web and iOS to speed up design & development workflow. Socialized design thinking, user research, and design sprints across the company through workshops.

Product Design Intern, Zanbato

Apr 2015 - Jun 2015, Mountain View CA

Redesigned Zanbato Private Label, a white-labeled SaaS product for financial admins to market, distribute, and close deals discreetly with their clients. Led user research, guided product direction with research results, and developed high-fidelity prototypes.

Product Design Fellow, Whitespace

Apr 2015 - Jun 2015, San Francisco CA

Completed Whitespace, a selective 3-month product design program, in which designers are placed into top Silicon Valley startups while honing skills through rigorous weekly group critiques and workshops. Received direct guidance from experienced senior designers and exclusive mentorship access to design thought leaders from Dropbox, LinkedIn, Google, etc.

Visual Designer (Contractor), DriveScale (now Twitter)

Dec 2014 - Feb 2015, Sunnyvale CA

Redesigned and coded a proof-of-concept dashboard product for sys admins that led to the company raising their seed round.

Portfolio

alexlee.design

Contact

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Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

Basic HTML & CSS

Tools & Technologies

Figma, Sketch, Abstract, Zeplin,

Principle, Invision, Mixpanel,

Google Analytics

B.S. Cognitive Science -

Human Computer Interaction,

UC San Diego

2010 - 2014, La Jolla CA