Josh Uram Lee

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I p🔥wer up product design & research teams.

Product design leader & coach with extensive experience in multiple industries and businesses in multiple stages of growth. Seeking teams with ambitious growth goals and a big appetite for innovation.

Work History

Rite Aid
Head of Experience Design & Research
Nov 2022 - Nov 2023

- Quarterly feature delivery increase by 243%.
- Increased account creation by 37% Y2Y.
- Established Agile processes, reporting resulting in 3 sprint predictability.
- Established design UAT process and design system to ensure design quality/consistency, reducing fast-follow tickets by 92%.
- Established stream of customer feedback with SUPR-Q - identifying pain points and roadmapping user-need projects, resulting in Q2Q 8.8% increase in SUPR-Q scoring (aesthetic, usability, trust, loyalty).
- Identified lack of growth track, resourcing needs, and vision for the design team - resulting in a 400% increase in employee retention.
- Grew a team of 5 designers to 13 designers and a researcher.

Fashionphile
VP of Product
Feb 2020 - Sep 2022

- Founded and led a product team of product designers, researchers, product managers, and marketing team of marketing creatives, and a content strategist - consisting of 18 people, 3 directors.
- Workshopped alignment with executives and stakeholders to define design strategy, prioritize features and ensured timely delivery; achieved 100% feature delivery in all four quarters.
- Analyzed user feedback using CSat & NPS, interviews and social listening tools; identified user needs and implemented changes to increase supplier submissions by 34% and e-commerce conversion rate by 10.6% Y2Y.

Nordstrom Rack & Hautelook
Head of UX
Nov 2018 - Feb 2020

- Analyzed user feedback with NPS, identified pain points and implemented customer needed features and multi-session approach - resulting in increase of conversion rate of 17.9% and AOV increase of 23%.

Nordstrom Rack & Hautelook
Sr UX Designer
Oct 2017 - Nov 2018

- Identified extremely slow returns and redesigned the return process for in-store and online - implemented process interface changes, resulting in 65% drop in average return process time, 35% increase satisfaction score, 138% increase in in task completion, and 95% decrease in training times.

Education & Certifications

- **School of the Art Institute of Chicago, BFA** - Interactive Design
- **Weatherhead School of Management, MBA** - Design Thinking, Strategy
- **Parsons School of Design, Pre-College** - Design Theory
- **School of Visual Arts, Pre-College** - Animation

Skills

- Design Thinking
- iOS & Web
- Design Ops - Rapid prototyping & Agile methodology
- FE Stack (CSS, HTML, JS)
- Animation
- Design to Business Translation
- Machine Learning (ML/NLP) Training for Text Analysis
- Vision Planning
- UX/UI Design
- Qualitative Research Methods (e.g. ethnography, moderation, interviews, survey design, user research, user testing)
- Quantitative Analysis (e.g. cluster analysis, regression, A/B testing)
- E-commerce & monetization modeling
- Atomic Design Systems & Component Libraries
- Accessibility Standards (WCAG & ADA)
- D2C / B2C, Marketplaces
- B2B, enterprise applications
- Leadership & Mentorship
- Team Development
- Localization & Language
- Goal Mgmt (OKRs & KPIs)
- Shipping MVPs
- Operational Excellence (scaling / upleveling hard skills, improving workflows)
- Flexible cross-functional collaboration with stakeholders

Tools

- Prototyping & Design Tools (e.g. Figma, Adobe XD, Sketch)
- Testing Platforms (e.g. Qualtrics, Usertesting/Userzoom, Optimizely)
- Adobe Creative Suite (e.g. Adobe Photoshop, Adobe Illustrator)
- Animation Tools (e.g. After Effects, Lottie, SVGator)
- Whiteboarding Tools (e.g. Miro, Figjam)
- Data Analysis Tools (e.g. Excel & SPSS)
- Analytics & Data Science Tools (e.g. Datadog, Adobe Analytics, Google Analytics, Tableau, Firebase)
- Documentation Tools (e.g. Notion, Confluence, Sharepoint)
- Design System Tools (e.g. Zeroheight, Storybook)
- Project Mgmt Tools (e.g. JIRA, Azure Devops, Asana)
- Roadmapping Tools (e.g. Monday, Roadmunk, Airtable, ProductPlan)
- CMS (e.g. Shopify, Contentful)