



Joseph Lee

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SKILLS

Design

AI Workflow Design
Conversational & Q&A Interfaces
Design Systems
Prototyping
Information Architecture
Vibe Coding
Animation, Illustration
UX Research

Tools

Figma
Framer
Claude Code
Claude Design
Google Stitch
ChatGPT
Copilot
OpenArt
Miro
Dovetail
Google Analytics

Languages

HTML
CSS
English
Korean

EDUCATION

UC San Diego

B.S. in Cognitive Science with
Specialization in Human-Computer
Interaction, Minor in Business

EXPERIENCE

ServiceLink- Product Designer- AI

Feb 2026 - Present

- Lead designer replacing a broken legacy vendor onboarding platform, redesigning a 12-step appraiser flow that cut hands-on completion time from **~2 weeks to under 10 minutes**.
- Automated onboarding through third-party API integrations and AI-powered OCR that extracts, validates, and decisions insurance and license documents in real time.
- Built a guided Q&A experience that dynamically populates completed compliance and tax PDFs, hiding form complexity behind plain-language questions with conditional logic.
- Applied progressive disclosure, auto-population, and smart conditional branching to reduce the front-loaded friction driving vendor abandonment.

In Time Tec- UX/UI Designer

Jan 2023 - Feb 2026

- ITT Website: Redesigned company website to elevate UX and align with marketing/SEO strategy, resulting in a **64%** increase in organic search and **93%** growth in active users.
- Flashcast: Simplified complex alert management, boosting task efficiency by **80%**. Integrated with industry-leading notification software Singlewire to send informed alerts.
- TF Illum: Increased task completion by **56%** by simplifying a complex coaching workflow using progressive disclosure and intuitive step-by-step UX.
- Created, repurposed and adapted multiple design systems that are scalable and brand consistent.
- Led end-to-end design process from discovery and research to design implementation.

Foster's Pickled Product- Freelance UX Designer

Sep 2022 - Dec 2022

- Redesigned e-commerce homepage and product pages to optimize the store's conversion funnel.
- Created a design system and brand-consistent style guide.

Smart Twigs- UX Design Intern

Jan 2022 - Jun 2022

- Refined information hierarchy to magnify users' interaction with social events on the app.