

Valerie Lee

|| 12 years of experience designing enterprise software for complex admin and end-user workflows. Deep background in discovery research, stakeholder alignment, and translating technical constraints into clear, usable product experiences. Skilled at navigating large organisations to build shared understanding and ship work that sticks.

Experience

Autodesk / Senior User Experience Designer

DEC 2021 - PRESENT, REMOTE

Products: Single Sign-On (SSO), Directory Sync and Access desktop

- Managed Access desktop app managing software updates and enterprise sign-in across millions of machines globally – responsible for end-to-end UX from research through to developer handoff
- Conducted discovery sessions and contextual research with enterprise IT administrators and end users to surface pain points and unmet needs in admin-heavy update workflows
- Designed and shipped the AI chatbot panel, including session behaviour specs, panel interaction design, onboarding coach marks, and conflict resolution for overlapping system states
- Presented design strategy and solutions to senior stakeholders, facilitating alignment across product, engineering, and business owners
- Translated complex technical and system constraints into clear UX decisions with documented rationale for cross-functional teams
- Drove product adoption through a data-led redesign initiative, growing the active user base from 28.9k to 101.6k (251% increase) – exceeding quarterly targets by 20%+

Love, Bonito / Product Designer

JUL 2018 – SEPT 2019, SINGAPORE

- Responsible for the company's web revamped from digital first to omni-channel approach with an average of 6,452,769 unique pageviews monthly
- Led UX research and journey mapping to identify friction in the e-commerce purchase funnel, driving initiatives that reduced cart abandonment and cut customer support volume
- Delivered a redesigned site experience recognised by 3 industry awards

Exclusive Networks Singapore / Marketing Comms

SEPT 2017 – JUL 2018, SINGAPORE

- Coordinated B2B demand generation campaigns across a network of 25 cybersecurity vendor partners, managing multi-stakeholder alignment toward shared commercial goals
- Produced sales enablement materials including solution portfolios, product line cards, and pitch decks used across the full selling cycle
- Tracked and reported on lead generation and campaign performance via paid advertising

Flying Chalks / UI UX Designer

MAR – AUG 2017 (CONTRACT), SINGAPORE

- Consulted directly with the client to scope business goals and identify user acquisition friction, translating findings into a targeted design solution
- Delivered measurable results within 3 months: 451 new users and an 11.19% improvement in sign-up rate

Multidisciplinary Designer

MAR 2014 – DEC 2021

- Consultation and execution for a wide variety of cross-media projects for startups, media and cybersecurity companies such as Scorpio Electric, Gray.inc, Tenopy.co, Acorntherapy.sg, Sparkcare ComfortDegro App, Manulife Insurance, Palo Alto Networks, F5, Bondevalue, Earlycoders, Locycare, Lofficiel, Men's Folio and Art Reubublik.
- Sectors: Gray.inc, Palo Alto Networks, F5, Manulife, Bondevalue, Singtel

Internships & other fields of work

MAY 2016 – APRIL 2017

- Puridea Pte Ltd, Sales Engineer, May 2016 – April 2017

Skills

Project Management
Customer Journey
Data Analysis
Customer Research
Stakeholder Management
Discovery needs analysis
Competitor analysis
Journey Mapping
Persona Mapping
Branding Deck
Presentation

Tools

Figma
Miro
Cursor (AI)
SketchApp
Photoshop
Illustrator
InDesign
Lightroom
After Effects
Invision
Zeplin
Hotjar
Google Analytics
UserTesting
Marketo
Atlassian
Presentation

Education

Luma Practitioner

Luma Insitute (Facilitate Stakeholder conversation)
Apr 2022

Google Analytics

Google
May 2021 - May 2022

NN/G Course

User Testing, Analytics & User Experience
2019

Alpha Camp

Front-End Web Development
Apr-Jul 2018

Goldsmiths, University of London

Bachelor of Arts
2014-2016