

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.

Experience

Autodesk / Senior User Experience Designer

DEC 2021 - PRESENT, REMOTE

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

- Own end-to-end UX for the Access desktop app, managing software updates and enterprise sign-in across millions of machines globally, from research through developer handoff
- Designed and shipped the AI chatbot panel: session behaviour specs, panel interaction design, onboarding coach marks, and conflict resolution for overlapping system states
- Conducted discovery sessions and contextual research with enterprise IT administrators and end users to surface pain points in admin-heavy update workflows
- Presented design strategy to senior stakeholders and translated technical and system constraints into clear UX decisions with documented rationale

Love, Bonito / Product Designer

JUL 2018 – SEPT 2019, SINGAPORE

- Led the company's web revamp from a digital-first to omni-channel experience, serving 6.4M unique pageviews monthly
- Led UX research and journey mapping to identify friction in the e-commerce purchase funnel, reducing cart abandonment and customer support volume
- Delivered a redesigned site experience recognised by three industry award

Exclusive Networks Singapore / Marketing Comms

SEPT 2017 – JUL 2018, SINGAPORE

- Coordinated B2B demand generation campaigns across a network of 25 cybersecurity vendor partners
- Produced sales enablement materials including solution portfolios, product line cards, and pitch decks
- Tracked and reported lead generation and campaign performance across paid channels

Flying Chalks / UI UX Designer

MAR – AUG 2017 (CONTRACT), SINGAPORE

- Consulted directly with the client to scope business goals and identify user acquisition friction
- Delivered 451 new users and an 11.19% improvement in sign-up rate within three months

Independent Designer

MAR 2014 – DEC 2021

- Cross-media design for startups, media, and cybersecurity companies including Palo Alto Networks, F5, Manulife, Singtel, Bondevalue, Scorpio Electric, Gray.inc, and L'Officiel

Internships & other fields of work

MAY 2016 – APRIL 2017

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

Experience

Enterprise Product Design

AI Product Strategy

Generative AI Experience

AI-assisted Development

UX Research & Discovery

Platform & Design Systems

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 (Hons)

2014-2016