

Grace Lee

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EXPERIENCE

Regal.AI, New York, NY — *Principal Product Designer (Founding)*

May 2022 - PRESENT

- Led the end-to-end design of AI-powered product experiences, partnering closely with product, engineering, and data teams to define requirements, shape product strategy, and ship scalable solutions from concept through launch.
- Defined product direction in emerging AI domains by rapidly prototyping concepts validating opportunities, and collaborating with engineering to translate evolving AI capabilities into customer-facing products.
- Established scalable design systems and interaction design that supported rapid iteration across AI, automation, and enterprise workflow products.

Freelance, Los Angeles, CA — *Self-Employed*

May 2021 - May 2022

- UI/UX design, graphic design/illustration, video editing/animation, and original art work for various clients like Refinery 29, Regal.AI, and Webacy

Handy, New York, NY — *Product Designer*

October 2017 - May 2021

- Owned design for Handy's Pro and Customer Apps (iOS and Android).
- Developed and maintained Handy's Style Guide and Component Library
- Projects include: Instant Book on Handy Pro App, Search & Discovery on Handy Consumer App, Onboarding for Handy's B2B product, and Handy's e-commerce experience.

Jump Ramp Games, New York, NY — *Junior Art Director*

May 2017 - October 2017

- Designed original art for daily games in Lucktastic (1M DAU), landing pages, and social content.
- Design UI/UX of new app features. Redesign older features during app rebuild.

Kiip, New York, NY — *Lead Graphic Designer*

September 2014 - May 2017

- Created campaign creatives for brands like BMW, Capital One, and Snickers
- Designed marketing collateral for social media, company blog posts, and other internal needs.
- Led UI/UX design for initiatives like Developer Dashboards and Couponing Experience.

SKILLS

User Research/Usability Testing
Prototyping
UI/UX Design
Mobile Design
Design Systems
Illustration/Graphic Design
Branding/Art Direction
Motion Graphics/Video Editing

OTHER EXPERIENCE

Brand Design, Various:

Designed branding assets startups at their early stages like [Inkitt](#), [Lead.app](#)

Graphic Design, Bowery Presents:

Designed posters for concerts at Terminal 5, Music Hall of Williamsburg, Bowery Ballroom, and The Capitol Theatre.

Video, P.S. 122:

Shot, edited video content for social media, grant proposals, and promotional trailers.

Production Design, Artissimo:

Prepped artwork for production, pitched designs to the NFL and NHL, original artwork sold nationally at Walmart and Target.

EDUCATION

Hamilton College

Class of 2013
BA in Studio Art (Minor in Mathematics)