Todd Lee

UX / UI Designer

Contact

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Skills

UX, UI, IxD, responsive design, prototyping wireframing, user flows, animation, HTML 5, CSS 3

Software

Adobe Creative Suite, Figma, Sketch, InVision, Axure, Balsamiq, Lottie, SVGator, Adobe Experience Manager (AEM), Frontify, Marketo, Font Awesome,

Education

Bellevue College
2004-2006
A.A. Digital Design

Avalara (Tax Automation)
August 2017 - Current
Senior UX / UI Designer

• In collaboration with content team, strategists, designers, developers, product owners, and data analysts I lead design efforts to establish design standards, new type ramp, ADA compliancy, repeatable patterns, creation of web styleguide and documentation around component and color usage.
• In close collaboration with the development team, re-imagine and re-design all components that make up our design system using a mobile first approach and the atomic design methodology starting at the atom level.
• Redesign international websites based on standards established on the US
• Advocate for and lead animation efforts to help describe complex tax topics
• Collaborate with product, brand and campaign design teams across org on an ad-hoc basis to close the gap between product styleguide and web styleguide and ensure new designs are on-brand
• Mentor jr designers on best practices
• Using user testing and analytics redesign pages for a/b tests
• Prepare Jira tickets for page build team, dev team
• QA page builds and development work, write bug tickets
• Collaborate with product design system team to merge the product and marketing design system into one unified system
• Collaborate with Brand design team to ensure all digital work is on-brand
• Faciliate design reviews
• New feature and tools design
• Participate in establishing design values to benchmark all new work from
• Promoted from contractor, to FTE, to senior

Pyramid Analytics (Business Intelligence Startup)
February 2016 - May 2017
UX / UI Designer

Bonanza (eCommerce - startup)
September 2015-January 2016 (contract)
UX / UI Designer

Tate's List (Food & Beverage Networking Startup)
May2014 - August 2015
Product UX / UI Designer

Indigo Slate (Technology & Design Agency)
June 2011 - May 2014
Interaction Designer

Microsoft Xbox - XUI Animation and Design - May 2008 - June 2011
The Cobalt Group - Web Builder - May 2007 - May 2008