

# DENNIS LEES

## UX DESIGNER

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### PROFILE

I'm a natural problem solver with a flair for language and process. A design-driven user advocate perpetually tending toward optimal solutions.

I'm seeking an opportunity to join and strengthen an open, collaborative, and mission-focused design culture.

### DOING

- Design Leadership
- Interaction Design
- Screen Design
- Wireframing
- Interactive Prototyping
- User Research
- Content Strategy
- Naming & Copywriting
- Conversion Optimization
- HTML & CSS

### USING

- Adobe Creative Cloud
- Invision
- Sketch
- Optimal Workshop
- Techsmith Morae
- Qualtrics
- Optimizely
- Google Analytics/GTM
- Agile

### LEARNING

- After Effects
- Framer

### EXPERIENCE

#### User Experience Manager

2012-Present

GMO GlobalSign, Inc.

*Remote - London, UK*

Apply Lean UX methodologies in collaboration with business owners and product managers to understand end users, identify problems, seize opportunities, and chart solutions. Lead a team of designers in best-practice approaches to ideating, validating, testing, and documenting delightful screens and interactions.

#### Web Optimizer

2012-Present

Self-Employed

*Remote with travel*

Consult with business owners to close gaps between web presences and business goals. Provide user and competitive research, content strategy, heuristic evaluation, analytics tuning, funnel definition, and conversion optimization.

#### Web Team Lead

2010-2012

GMO GlobalSign, Inc.

*Portsmouth, NH*

Hired and led a diverse team in the migration of fourteen international websites to one content-managed, regionalized, optimized, performant mega-site. Managed a broad range of projects, from technical CDN integrations to motion graphics content creation.

#### Webmaster

2009 -2010

LOCO Running, Inc.

*Portsmouth, NH*

Laid the foundation for the company's main web portal. Cut my teeth on projects involving front end development and server-side admin. Developed domain authority and established the site in a competitive local organic search market.

*Experience from 1999-2009 available on request*

### EDUCATION

BSc (Hons) Human Performance

*South Bank University, London, UK - Class of '99*