

Katie Lee

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Profile

[Design Research](#) // [Strategy](#) // [User Experience](#)

8+ years of experience in design research, strategic thinking, and human centered design

Experience

[Smart Design, Brooklyn NY](#)

Senior Design Strategist, Nov 2021 - Present

Leading complex research and strategy initiatives in the consumer digital technology space
Responsibilities include: facilitating stakeholder interviews and workshops, conducting desk research on market landscape and trends, designing research methodologies, conducting diary studies and qualitative user research session, leading synthesis to actionable insights, and presenting strategic opportunities that are grounded in real user need and business and stakeholder priorities.

[Evolve Collaborative, Portland, OR](#)

Senior Design Researcher, Oct 2020 - Nov 2021

Design Researcher/ Product & Service Designer, Nov 2015 - Oct 2020

Helping clients connect with their consumers on a deeper level by translating user needs and habits into actionable design recommendations and solutions

Responsible for working hand in hand with the creative director to lead the research and design process to deliver great insights, recommendations & solutions to clients within the consumer product, technology, and healthcare spaces

Education

University of Oregon; Eugene, OR – Bachelor of Fine Arts in Product Design, 2014

Skills

Highly proficient in leading UX research projects

Excellent at communication, narrative building and presenting to clients and stakeholders

Experienced in moderating interviews with a diverse range of people and geographies

Synthesizing user insights into strategic frameworks and opportunities

Collaborative leader and teammate

Empathetic and thoughtful

Interests

Cooking, exploring different food scenes and cultures in NYC and abroad, biking, staying active, and getting into a new craft hobbies