

Yein Lillian Lee 이예인

Product Designer | Systems, AI & Fintech

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Skills

Product & System Design

Fintech Products, Enterprise Design Systems, AI-Assisted Design, Accessibility (WCAG), Complex User Flows, Microinteraction

Design & Prototyping

Figma, Figma Make, Claude Code, Webflow, LottieLab, Protopie, Vercel, Supabase

Front-end & Creative

HTML, CSS, Basic JavaScript, GitHub, Adobe - Photoshop, Illustrator, InDesign, Premiere Pro

Work

Goldman Sachs UX Designer

2022 - 2025

One GS Design System - centralized enterprise design infrastructure for firmwide digital experience

- Consolidated 12 fragmented design systems into a unified framework through cross-functional collaboration with stakeholders, increasing adoption 33%.
- Designed, built and shipped 220 reusable Figma components aligned with UIToolkit APIs and WCAG accessibility standards.
- Established customized governance and documentation practices supporting complex edge cases and cross-product consistency.
- Improved designer to engineer QA workflows by integrating advanced Figma variables, component architecture, and implementation-aware pattern library.

Louisa AI Product Designer

2021 - 2022

AI-powered skill-driven internal networking tool for finance employees

- Collaborated with researchers and engineers to ideate and prototype new user flow for decision-assisted onboarding flows, reducing setup time by 63%.
- Designed trust-building onboarding experiences balancing automation, transparency, and user control within an internal networking platform.
- Implemented bidirectional design tokens architecture in TypeScript and JSON, synchronizing Figma systems and with engineering codebases.

Dawon Design Design Intern

2020

Interior design firm that focuses on harmonizing people, architecture and nature

- Designed 35 data-driven infographics and iconography creating accessible client-facing presentations and deliverables for institutional stakeholders.
- Worked directly with stakeholders to translate project requirements into polished digital deliverables that meet the standards of global institutions.

Project

Spoorty Product Builder

Current

Mobile application for sports community and event hosting

- Leading end-to-end product strategy, UX design, branding, and prototyping for a 0 to 1 sports platform focused on community-driven sports participation.
- Analyzing 40 user interviews to identify friction points in sports group coordination, participation matching, and scheduling experiences.
- Building scalable mobile design system foundations, components, and interaction patterns to support product expansion and rapid feature iteration.

Fruit Burst! Product Builder

2026

Gesture-triggered Fruit Ninja style web game

- Designed and developed a gesture-controlled web game combining motion interaction, gamification, and visual design inspired by Y2K low-poly aesthetics.

AppDev Hack Challenge Product Designer

2020

Habit-tracking mobile application that won the best UI Award

- Collaborated with 4 engineers to design and prototype a habit-tracking mobile application, winning Best UI Award at Cornell AppDev's hackathon.
- Conducted lightweight user research with 3 high-achieving users and designed 12 interaction patterns focused on motivation, and progress visibility.

Education

Cornell University

Major: BFA in Fine Arts (Focus in User Experience Design & Research) | Minor: Fashion Studies

Dean's List: FA20, SP21