

Dian Lee

Product Designer

dianlee.design

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Carnegie Mellon University

Aug 2017-May 2021

B.S. Human-Computer Interaction

B.S. Psychology

Minor in Business

Strategic Thinking

User Research

User-centered Design (UCD)

Multi-modal Design

Rapid Prototyping

Intuit Quickbooks

Senior Product Designer,
Payments

Mountain View, CA

Jun 2025 - Present

- Led end-to-end design for consumer fintech payment features (Surcharging, free ACH, etc) across 3 merchant cohorts, driving \$7M+ revenue and conversion gains.
- Owned end-to-end invoicing experience, cutting form complexity 57% through research and unconstrained responsive prototyping
- Built AI-first workflows (Figma, Claude, Cursor), shipping production PRs and automating 120+ design system files
- Drove research-backed Recurring defaults pivot (opt-in to done-for-you)

Capital One

Senior UX Designer,
DataAI.xd

San Francisco, CA

July 2022 - Jun 2025

- Spearheaded registry, discovery, and execution flows of 4000+ data usages and 56,000+ high priority data elements, streamlining data management.
- Designed scalable system of record, evolving design standards for consistency across 500+ datasets
- Drove end-to-end research and design across 5,000+ attributes, cutting modeling time 30%
- Drove decommissioning of two legacy tools, consolidating workflows and reducing operational cost

UX Designer,

Auto Refinance

Plano, Texas (Remote)

July 2021 - July 2022

- Shipped modular refinance flow cross functionally (eng, legal, product), lifting Sign-in to Submit 7.2% and Sign-in to Contract 4.7%.
- Defined north-star vision for streamlining refinancing, reducing user friction

Eureka Surveys

Product Designer

New York, NY

Sept 2020 - Jan 2021

- Owned the 0-to-1 consumer product design end-to-end for #1 survey app on iOS App Store.
- Prototyped, iterated, and optimized core flows, driving 200% user growth in lean startup.

WarnerMedia

Interaction Design Intern,
Innovation Lab

New York, NY

Oct 2020 - Dec 2020

- Conceptualized and prototyped AI-driven mixed reality (MR) concepts to enhance HBO streaming engagement.
- Explored AI-powered storytelling prototypes, personalizing content recommendations and immersive interactions for viewers