# LEE HILLMAN
Product Design Leadership

Lee.Hillman@gmail.com
203.803.3298

## SKILLS

### Leadership
- Design leadership
- Team formation
- Recruiting and hiring
- Performance management
- Mentorship from entry level to associate director
- Agile project management
- New business development
- Budgeting
- Vendor selection and management

### Design
- User centered design
- Data-driven Design
- Hypothesis driven design
- Service design
- Token Driven Design Systems
- Reference design & pattern libraries
  Design Tools: *Figma, Sketch, Adobe CC, Omnigraffle, Invision, Proto.io*
- Frameworks: *React, React Native, Angular JS*

### Research
- Mixed methods UX research
- Contextual inquiry & modelling
- Workshop facilitation
- Survey design
- A/B and Multivariate Testing

## EDUCATION

### Carnegie Mellon University
School of Computer Science
Master of Human-Computer Interaction
2010

### Pratt Institute
School of Design
Bachelor of Industrial Design 2005

*References available upon request*

## EXPERIENCE

### Amazon
September 2021 - Present
**Senior Product Design Manager - Kindle Reading Experience**
*Lead a team of 20 designers responsible for global Kindle reading experience across E-reader devices, iOS, Android, desktop, and web. Personally oversaw the end-to-end software design for the Kindle Scribe, launched on 11/30/22.*

- Drove cross-org collaboration between Amazon Devices and Amazon Books bringing design teams into core strategic conversations and long-term planning
- Stabilized a team known for attrition and churn into the most successful and desirable team in a studio of ~80 designers
- Successfully grew the E-reader design team from 4 to 8 designers with a dotted line to a UX writer and the growth of the LCD design team from 6 to 10 including a new senior manager
- Identified and grew high performers including three successful promotions (Principal, Senior, and UX
- Designer Levels)
- Compassionately identified and managed low performers through both coaching and managed departure
- Led the end-to-end design of the Kindle Scribe product experience, introducing on-page writing and notebooks to the Kindle portfolio for the first time
- Prioritized post-launch development focusing on key customer-value features resulting in a sustained 4-Star Amazon customer rating within the first 3 months of launch

**Product Design Manager - Brand Shopping**
October 2019 - September 2021
*Founded a design team spanning the advertising and retail orgs with a focus on bringing brand content into the Amazon shopping journey. The team launched products and features across all Amazon shopping surfaces helping brands connect with shoppers and helping shoppers feel confident in their purchases.*

- Proactively identified opportunities for team efficiencies and reorganization creating a centralized Brand Shopping team from three disparate teams with shared objectives
- Built an intake and project management process that reduced thrash and increase delivery speed
- Established trusted partnerships with Product and Engineering orgs resulting in the team being asked to lead Operational Planning for CX across all of Brand Advertising and Shopping Experiences in '20 and '21
- Launched Brand Follow resulting in over 50M customer engagements in the first 6 months after launch
- Grew the team and established ownership for designers from the Principal level to Associate
- Led recruiting efforts and performed interviews resulting in the growth and retention of a 9 IC team (from 2 ICs in Q4 2019)
- Over two years grew a team that owned all design for product launches resulting in 1.2B in growth for the Brand Advertising and Shopping Experiences (BASE) org globally

### Carnegie Mellon University
May 2017 - September 2019
**Executive Director, Master of Human-Computer Interaction**
**Special Faculty, School of Computer Science**
*Served a joint appointment as Executive Director of the MHCI and a Special Faculty teaching professor. Developed the master's program by refining curriculum, leading the HCI capstone projects, and developing new coursework blending industry practice with academic theory. Maintained leading academic ranking by addressing every stage of the student experience.*

- Refined the admissions processes leading to increased application rates, yield, and selectivity
- Developed career training and placement processes resulting in 15% increased average first role compensation over two years
- Revised the program curriculum to better reflect industry practice including data-driven design, designing in agile environments, rapid user research, insights gathering, and ethics in technology
- Recruited 25 sponsored capstone projects and developed ongoing corporate relationships. Key sponsors include: NASA, Bloomberg, Samsung Robotics, Harman Automated Vehicles, Mastercard, and the Department of Veterans Affairs

### Mastercard Worldwide
March 2015 - May 2017
**Vice President, User Experience**
*Helped build and grow an in-house experience design capability. Tasked with owning the end-to-end experience of the Mastercard Developers platform and service. Led in the pioneering of user centered culture and the establishment of product design processes across the Digital Payments group.*

- Contributed to the establishment of User Experience as a new discipline at Mastercard
- Led end-to-end redesign of all products in the Mastercard Developers and Open API platform verticals
- Managed product design and development teams across New York, St. Louis, Dublin, and Singapore
- Spoke and ran workshops promoting UX team and Mastercard product design processes at internal and external events.
- Built business cases for headcount and contributed to growth of team from 4 to 16 in one year.

# LEE HILLMAN
Product Design Leadership

LeeHillman.com
Lee.Hillman@gmail.com
203.803.3298
linkedin.com/in/lee-hillman-1584922

## R/GA
July 2014 - March 2015
### Associate Creative Director - Experience Design
*Led project teams and defined product visions across experience design, visual design, copy, and technology disciplines. Worked hand-in-hand with clients to understand tactical business needs and establish strategies for digital products and campaigns.*

Key Client Work:

- **Samsung Global - Account Experience Design Director**
  Served as the Experience Design SME alongside creative directors from the Visual and Copy disciplines. Worked closely with agency leadership and clients to define and safeguard best practices for all projects across the Samsung Global account.

## Mobiquity
September 2013 - July 2014
### Principal User Experience Architect
*Provided oversight and leadership to UX project teams in the New York office. Defined product vision and led the development of detailed wireframes, prototypes, and technical specifications in agile and waterfall environments. Helped clients understand and define mobile product strategies through integration with in-house technology and operations teams.*

Key Client Work:

- **Vancouver International Airport (YVR) - Travel Companion**
  Worked with YVR operations and technology teams to define a service and interaction design strategy focused around a "Powered-by" mobile product that enhanced the travel experience through YVR.

## Roundarch Isobar
August 2010 - September 2013
### User Experience Lead
*Created innovative, user centered software products through hands-on leadership of iterative design projects, management of teams, and embedded client collaboration. Led user and stakeholder research to drive and assess the creation of highly detailed wireframes, technical requirements, and prototypes.*

Key Client Work:

- **HBO - Core Team UX Lead**
  Worked side-by-side with the VP of Consumer Experience over a multi-year retainer to define new product opportunities and direct execution of product development. Served as a strategic partner and User Experience subject matter expert to client teams across the HBO organization. Rapidly on-boarded and led agency teams in project execution including HBO.com responsive redesign, development of an MSO-integrated subscription tool, and enhanced viewing for HBO GO.

- **Bank of New York Mellon - Liquidity Direct & Treasury Edge**
  Created multiple iPad applications within a suite of institutional investment tools. The applications targeted treasurers to help them visualize and act upon liquid assets directly from their tablets.

## ECCO Design
September 2005 - April 2009
### Research & Strategy Team Lead
*Designed, supervised, and executed design research programs for all research projects. Led the synthesis and presentation of experience strategies for brand and product designs. Developed the research and strategy practice through expansion of research methodologies and assessment tools and recruitment and mentoring of new team members.*

Key Client Work:

- **Panasonic - Home Entertainment Design and Strategy**
  Designed and led an international research project focused on uncovering home entertainment behaviors and trends. The output of the study informed the design of user experience and hardware for new Panasonic TVs and Home Entertainment Systems.

- **Denso - Urban Enthusiast Driver UI**
  Developed and executed a research strategy to better understand the enthusiast driving experience in an urban setting. Created a usage model that drove the development of a responsive digital instrument cluster that was constructed for the Tokyo Auto Show and ultimately informed concept and sports car instrument clusters for Denso's clients.