

Kelsey Phoenix Lee

Work Experience

Bloomberg LP

Senior Interaction Designer / Sept 2012 – Present

- Lead the redesign for the Bloomberg Terminal News application. I worked with product managers and engineering teams to unify disparate applications and simplify overall navigation. I conducted user research and developed flow diagrams, wireframes, and detailed specs. After presenting to senior executives, the designs were prioritized and released last year to all Bloomberg clients.
- Lead designer for search patterns across the Terminal. I worked with several designers and product managers to gather user needs and develop the tokenized search pattern, with the goal of improving the speed and clarity of searches. The pattern tested well in usability testing and was successfully integrated into multiple applications.
- Lead researcher and designer for software deployment tools. I conducted user research to pinpoint key areas of improvement and presented findings to senior engineering stakeholders. Following the presentation, I redesigned the overall information architecture to surface key information, streamline the release creation workflow, and reflect the latest platform style guide.
- Mentored two groups of Carnegie Mellon master's students during their 8-month capstone projects with Bloomberg in 2015 and 2017. During the projects, I guided them through the user centered design process, reviewing their approach to research, design, and usability evaluation.
- Mentored several designers in their early days on the team by familiarizing them with the projects and providing them with extensive domain knowledge and resources.

CMU Capstone Project with Bloomberg LP

Project Manager, Interaction Designer / Jan – Aug 2012

Lead a team of 5 user experience designers to research developer workflows and improve their productivity. During the course of the project, I conducted user research, mapped user workflows, synthesized research findings, and finally created wireframes and prototypes for a redesigned bug tracking tool.

Gilt Groupe

Software Developer / May – Jul 2011

Developed a service to collect, sort, and track the most popular products based on Facebook "Likes" to help internal teams find trending items. Additionally, designed and implemented a dashboard to quickly access the trends data.

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Education

Carnegie Mellon University

Master of Human-Computer Interaction

Sept 2011 - Aug 2012

New York University

B.A. in Computer Science with Art History Minor

Sept 2008 - May 2011

Skills & Expertise

Design

Wireframing

Storyboarding

Sketching

User Flow Diagrams

Research

User Studies

Contextual Inquiry

Heuristic Evaluation

Usability Testing

Personas

Software

Omnigraffle

Axure

Sketch

Photoshop

InDesign

Balsamiq

Keynote

Development

HTML/CSS

JavaScript

Python