

LEE LIESER

Senior Product Designer

B2B SaaS | Complex Workflows | Design Systems | Product Strategy

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SUMMARY

Senior Product Designer with 7+ years turning complex B2B SaaS workflows into clear, scalable products. Led end-to-end design for live enterprise platforms, including a page-building system that reduced production time from 90 days to 2 days. Combines product strategy, interaction design, design systems, and front-end fluency to move work from ambiguity through launch.

EXPERIENCE

Head of Design | Lead Product Designer

Jul 2019 - Present

Predictive Sales AI | Chicago, IL

- Led product strategy and UX for a section-based Page Builder that reduced average client-site production from 90 days to 2 days.
- Increased launch capacity from roughly 5 sites per month to 20 client sites in the first 60 days after release.
- Unified two fragmented admin platforms into a single cohesive product experience.
- Built a shared design language, reusable component patterns, and scalable UI standards across live SaaS products.
- Collaborated closely with executive leadership on product strategy, platform direction, and brand architecture.
- Managed and mentored a team of designers while remaining hands-on in product execution and engineering collaboration.

Product Designer

2024 - Present

Nimzo | Independent Product

- Designed and built a cross-platform fitness application focused on workout programming, tracking, and mobile usability.
- Owned the product experience including UX architecture, interaction design, branding, prototyping, and production UI implementation.
- Designed complex workout-building workflows optimized for real gym usage and one-handed interaction patterns.
- Built reusable UI systems and validated interactions through prototyping and iterative testing before production implementation.

Graphic Designer

May 2016 - Aug 2018

Argonne National Laboratory | Lemont, IL

- Designed visual communication materials, infographics, event campaigns, and presentation assets across multiple scientific research divisions.

SKILLS

Product Design: UX Design, Interaction Design, Design Systems, Information Architecture, Functional Prototyping, Product Strategy, Visual Design

Frontend & UI: HTML, CSS, Responsive Design, React Native, TypeScript, Next.js, Tailwind CSS

Tools: Figma, FullStory, Maze, Jira, Azure DevOps, Git, VS Code, Expo

EDUCATION

Bachelor of Arts, Graphic Design | Illinois Wesleyan University | 2015 - 2019