

Edward Zee

UX/UI designer with leadership experience building cross-functional distributed design teams and driving design innovation, strategy, and continuity across enterprise systems.

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EXPERIENCE

Southern California Gas Company, Los Angeles, CA *User Experience Design Lead*

JULY 2020 - PRESENT

- UX/UI design lead on SoCalGas.com
- Design, evolve, and promote adherence to design language and design system used across Socalgas.com platform
- Design lead for new chatbot feature and Alexa enabled skill
- Redesign (research, card sorting, UX/UI) of Sustainability on the Socalgas.com site
- Design consultation for MyAccount (transactional) site
- UX/UI design for email campaigns
- UX/UI design of Virtual Assistant chat feature developed in-house
- Design direction for Non-Gas Payment Portal (InvoicePay)
- Design strategy for convergence of marketing and account management sites
- Champion WCAG 2.1 AA accessibility across SoCalGas' online presence (audit and provide design solutions)

Los Angeles Philharmonic Association, Los Angeles, CA *Senior Digital Producer*

JANUARY 2020 - JULY 2020

- Manage, schedule, and execute on new features for the laphil.com, hollywoodbowl.com, and theford.com
- Launch all-new LA Phil and Hollywood Bowl mobile apps (iOS/Android)
- Monitor, plan, and budget support ticketing for existing website work.
- QA management for testing new features and mobile applications
- Manage agency work - work directly with developers and designers to execute on new feature solutions
- Conduct usability research with remote participants
- Accessibility auditing for websites

SOFTWARE PROFICIENCIES

Sketch

Zeplin

InVision App

Figma

Adobe Creative Suite
[XD, Illustrator, Photoshop]

G Suite

Atlassian JIRA

Trello

Affinity Designer/Photo

GitHub

AWARDS

Yahoo!

Advertising Products
Division-User Experience
Rockstar Award, Q4 2007

Marketing Products
Division-User Experience
Rockstar Award, Q3 2010

Developing for Dollars Top 5
Winning Team Member, Q3
2010

Mattel Sales Corporation
Tradeshaw Services
Outstanding Performance
Award, 2004

Boy Scouts of America
Eagle Scout Rank, 1993

Pearson Education Inc., Pasadena, CA (remote) *User Experience Manager*

JANUARY 2013 - MAY 2019

- Cultivate a close-knit team of local and remote UX/UI designers.
- Work in concert with UX Research, external UX teams, product management, and front-end development partners at all stages from design through delivery.
- Creation of a library of reusable UX components to support all current generation products while future-proofing designs for next-generation products in the higher education product organization.
- Manage workflow processes, design critiques, and constantly strive to prioritize and map out a wide array of customer needs for the UX component library.
- Work with VP of UX and UX Directors to continuously cultivate and grow a design practice and culture where design work was largely outsourced when I first started.
- Managed design work on the following products:
 - UX Framework Library: A library of reusable design patterns and developed components for all Higher Education products.
 - Higher Education Portal: Launchpad for course materials.
 - MyLabs Mastering: Current generation product for assignment creation, assessments, content delivery, and class administration.

Yahoo! Inc., Burbank, CA *Staff User Experience Designer*

AUGUST 2007 - JANUARY 2013

- Interaction and visual design for Design Language within the Ads + Data group: Creation of a common/consistent set of design principles and patterns for use in analytics and advertising platform apps across the Ads + Data org.
- Interaction designer and visual design lead for Advertising Insights at Yahoo! (AIY): Creation of new data visualization/component designs and visual design style guide for advertising analytics application.
- Lead UX designer for APT framework: Design of new patterns and components to support Yahoo! advertising platform and analytics applications (enterprise and B2B).
- Lead visual designer for Advertising Products Group (APG-UED): Creative direction and design of visual assets for enterprise ad platform and analytics applications.
- Designer/contributor for new company wide consumer experience design language and liaison for consumer+enterprise design language efforts.
- Interaction design for Y! Advertising Analytics: Design of new

VOLUNTEER SERVICE

Boy Scouts of America *Cub Scout Pack 361*

- Den Leader
2016-2017
- Cubmaster
2017 - 2020
- Committee Chair
2020 - present

HOBBIES

Hiking, Cycling, Camping,
Snowboarding, Photography

benchmarking features to facilitate greater user insight into ad performance.

- Interaction/visual design for Y! Web Analytics: Design of new data visualizations and associated interactions to provide publishers with better visual representation of analytics.
- Interaction/visual design for AdUX (next gen ad formats): Exploration and design of new ad formats/interactions for desktop and mobile platforms.
- Visualization team for Y!'s 3 year executive plan.

ATP Electronics, Inc., Sunnyvale, CA *UX/Graphic Designer*

AUGUST 2006 - JULY 2007

- Design and rollout of online Mediakit used to improve efficiency for sales and marketing staff. Also served to enforce a consistent corporate identity with international offices.
- Redesign of all US packaging to reflect changes in the company's marketing strategy.
- Creation of new marketing materials and updating of existing marketing materials.
- Website maintenance and creation of new content pages (products, reviews, press releases, promotions).
- Product design: Pink Ribbon Special Edition Petito – USB 2.0 Flash Drive.
- Migration of static HTML based email newsletters to blog format in an effort reduce the use of heavy graphics and archive web based marketing materials.
- Creation of flash based demo for sales team presentations and web.
- Design of booth graphics for trade show events.
- Manage photo shoots and usage of stock photography for various marketing and in-house projects.
- Design of in-store sales display unit signage and flash media product guide for in installation at all US Virgin Megastores (use of Virgin's corporate identity graphics to create materials that "fit" the Megastore display environment as required by Virgin).
- Design of product packaging and marketing solutions for new line of USB 2.0 Flash Drives (released early June 2007).

Mattel, Inc./PRO Unlimited, El Segundo, CA *Graphic Designer*

SEPTEMBER 2004 - JULY 2005

- Worked as part of an in-house design team under the World Wide Trade Show Services Division.
- Development of graphics and display environments for international tradeshow, toy fairs, and special events while maintaining brand identity requirements.

- Design of promotional items for various departments.
- Worked with marketing department to develop in-store display prototypes and working production display graphics.

University of Southern California, Los Angeles, CA
Multimedia Manager

JANUARY 1998 - DECEMBER 2003

- UX design for distance learning (Continuing Medical Education) and teleradiology applications.
- Conceptual creation and design of media for various uses [websites, streaming video, posters, presentations, video production, CD-ROM, application interface design].
- Managed workflow and art directed projects.
- Interviewed and made hiring suggestions regarding applicants.
- Managed team of 5 designers to create various print and electronic media projects.
- Researched and made suggestions regarding equipment purchases and workflow process methods.
- Deployed research equipment and trained clinical research staff for grant studies.

EDUCATION

Art Institute of California, Los Angeles — *BS Graphic Design*

AUGUST 2000 - JUNE 2004

- Best in Quarter - Winter 2001
- Dean's List - Winter 2001, Winter 2002, Summer 2003