

# LEE JONES

PRODUCT DESIGNER

## OBJECTIVE

Empathetic product designer, passionate about creating experiences that make meaningful and help solve people's problems through design and on teams.

## EXPERIENCE



Meta Platforms, Inc. 2020 - Present  
Remote  
Sr. Product Designer, Central Privacy

- Used data to create hypothesis to address user problems/business goals and leveraged design to explore those hypothesis
- Designed cross-company, 0-->1 effort called Privacy Center, building a centralized transparency and control surface across all Meta products
- Owned a feature space and led effort redesigning it to address user concerns and better serve people
- Created long term design visions and evangelized them to leadership leading to workstreams
- Partnered with user researchers to conduct foundational, conceptual, and usability research in global markets to ensure Meta products are designed for everyone.
- Responsible for builing partnerships with other designers and product teams
- Partnered with core systems team to define design components that addressed multiple use cases and could be utilized by other designers at the company
- Interviewed perspective candidates, onboarded new designers and provided mentorship to junior designers
- Define scope of projects and allocated work



Ancestry.com LLC. 2019 - 2020  
San Francisco, Ca.  
Lead Product Designer

- Led product design for 0 --> 1 experience to serve novice Ancestry customers interested in geneology
- Coordinated and worked across teams to design, build and integrate features
- Responsible for fostering creative thinking and conducting creative exercises
- Deleveoped research test plans and conduct user research
- Responsible for developing internal processes
- Understand business goals and needs to tightly align design efforts



- Responsible for understand and translating business goals and needs to tightly align design efforts
- Led design for product space, provided mentorship, and facilitated weekly critique.
- Develop user flows and mock-ups based on feedback from Ancestry's customers and analytics



InsideView Inc. 2015 - 2019  
San Francisco, Ca.  
Lead UX/UI Designer

- Lead effort redesigning all products into a connected and more intuitive user experience with unified branding
- Used data and customer insights to drive decisions on improving underperforming pages and features
- Co-lead effort to move applications to a unified code base and create a design system
- Responsible for mapping user flows and creating Journey Maps
- Responsible for creating wireframes, documentation of design decisions, and prototypes
- Responsible for building tools and processes for designers to work more efficiently



ON24, Inc. 2012 - 2015  
San Francisco, Ca.  
UX/UI Designer

## EDUCATION

Savannah College of Art and Design (SCAD), 2010  
Atlanta, Ga.  
BFA Interactive Design and Game Development

## SKILLS

- Design thinking & strategy
- Prototyping & iteration
- User research
- Mentorship
- End-to-end design
- Requirement gathering
- Inclusive design and product thinking
- Sketching & wireframing
- Craft & high-quality execution
- Information architecture
- Holistic product thinking
- User Advocation
- Story telling

Remote (Atlanta, Ga).  
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