Tim Le

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UI/UX Designer

As a seasoned UX professional with over 20 years of design consulting experience, I have lead design teams emphasizing strong communication and problem-solving skills. I specialize in B2B, B2C, and SaaS applications, bringing extensive domain knowledge in Government, Health Care, Insurance, Banking, Airline, Food and E-commerce sectors. I prioritize technical familiarity across platforms and stay abreast of design trends. I am proficient in Figma, Design System implementation, Prototyping, Wireframing, and Agile methodologies. I also have experience with Miro, Jira and Confluence for project management and collaboration. I have experience in initiating projects, developing roadmaps, creating and reviewing backlog stories, and launching new features/projects.

Additionally, I have experience with integrated AI chatbots. I have a strong understanding of User-Centered Design Methodology and Design Thinking. I possess excellent communication and storytelling abilities, and I am self-motivated, able to work in a collaborative team environment. I excel in iterative design and consistently deliver high-quality output. Currently and on a part time basis, I am mentoring aspiring UX design students and helping them learn UX principles, refining their portfolio and learn AI tools.

Education

Bachelor's in Computer Science Florida State University 1996 – 2000
Bachelors in BFA Graphic Design Wichita State University 2000 – 2003
Cumulative GPA: 3.50 | SAFe Scaled Agile Framework Certified

Skills

Research	Design	Software
● Human-Centered Design (HCD)	● AI Experience / Chat Bot	● Figma, Figjam
● User Personas	● B2B Marketing	● Sketch
● User Flows	● Responsive Web Design	● Invision
● Competitive Analysis	● Native Mobile App Design	● Adobe Creative Suite - Photoshop,
● Discovery Workshops	● Wire-framing	● Illustrator
● Storyboarding	● Low, High-Fidelity Mockups	● Rally, JIRA, Sharepoint
● Usability Testing	● Rapid Prototyping	● Miro Board
● User Interviews	● Product Design	● HTML/CSS
● SAFe Agile Scrum	● Visual Design	● Pega /CMS
	● Design Systems	● Microsoft Office 365: Word, Excel, PowerPoint, Outlook
	● UI/UX Mentorship	● Sales Force
	● Digital Marketing	● Wix, Web Flow, Wordpress
	● AEM	
	● Lean UX	
	● Content Migration Process	

Experience

Lead UX/Product Designer at TCS
Aug 2022 - Present - Remote
TCS is a global leader in IT services, consulting, and business solutions. The companies that I was involved with are: **SunLife, MyUNIFI,** and **Citi Bank**.

Key Achievements:
- **SunLife (May 2024 - Present):** Provided product design to include enhancements like biometrics and Multi-factor authentication for commercial mobile application. Updated member facing legacy designs and provided clickable prototype for Sales rep to demo. Created AEM design iterations for blog templates. Organized and updated current design system within Figma to ensure seamless consistency and accessibility for product teams to leverage. Provided updates to digital ID card templates that included solutioning for technical limitations and best processes for AEM implementation.
- **MyUNIFI (Oct 2023 - May 2024)**: Worked in cross functional teams consisting of designers and developers to define user experience across multiple platforms (self-service and browse & shop) via high-fidelity prototyping with Sketch/Zeplin, journey mapping and persona establishment. Redesigned customer portal to enable user management for internal admins to create and manage custom Alerts/ messaging. Collaborated with internal designers to provide JiRA ticket reviews/approvals for dev team. Responsible for managing and migrating design system over to Figma in creating new pro service platform.
- **Citi Bank (Aug 2022 - Oct 2023)**: Provided consumer product design leveraging Figma for creating and prepping retail service modules for review and annotations. Work collaboratively with product design teams to produce desktop and mobile screen modules within Fig. Worked with the dev team to provide code ready HMTL/CSS for design system components.

UX Mentor at Chegg
May 2022 – Present / Part Time / Remote
Chegg provides homework help, digital and physical textbook rentals, textbooks, online tutoring, and other student services.

Key Achievements:
- Provided mentorship for aspiring UX students looking to get certified as UX designers.
- Equip mentees with real world insights and experiences to help them through their UX learning and training modules.
- Graded students online through UX courses for user-centered design, visual principles, building out portfolio, client presentation and capstone delivery.

Lead UI/UX Designer at Wipro
April 2021 - July 2022 - Remote
Wipro is a multinational corporation that provides information technology, consultant and business process services. The companies that I was involved with are: **Edward Jones, United Health Care, Ford Motors, Live Whole Health**

Key Achievements:
- **Live Whole Health (Jan 2022 - July 2022):** Provided end-to-end AI integrated user experience design for Whole Health application for Veterans that supports their health and well-being by providing personal health inventory (PHI), set goals and learning more about Whole Health. Directed efforts to ensure the successful delivery of end-user needs by overseeing the entire design process including taking part in a dual role as a Scrum master facilitating agile team of iOS/android developers, business analysts and testers. Leveraged Adobe creative suite to design AI chatbot screens using Figma.
- **Edward Jones (Sept 2021 - Dec 2021)**: Provide financial design solutions for desktop legacy applications utilizing UX research that included gap analysis, hero flows and clickable prototype. Designed a stand-alone application that provides a high level of automation with AI/chat bot integration.

- **United Health Care (July 2021 - Sept 2021)**: Provided user research by leveraging user flows and detailing user current state and mapped out desired future state. Improved the process for capturing, organizing, and distributing data to support campaign content. Updated design system to ensure consistency in design and development during content migration process.
- **Ford Motors (May 2021 - July 2021)**: Designed dashboard to work with PEGA systems for Ford Motors. Worked within CMS with HTML/CSS for copy and product image updates.
- **Association of American Medical Colleges - AAMC (April 2021 - May 2021**:): Modernize outdated legacy applications to improve application review process for students looking to place residency.

Lead UI/UX Designer at Mindtree
July 2014 - April 2021

Mindtree delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition.

Key Achievements:
- **Coca-Cola Hellenic (Jan 2020- Mar 2021)**
  Lead creative discovery to determine key features and solve complex promotional offers in getting users to purchase high quantities and try different products that they own. Established and maintained design systems and pattern libraries to promote consistency, scalability, and efficiency across multiple products and platforms, designing high-fidelity consumer-based product designs using Figma.
- **Zones (March 2017 - Dec 2019)**
  Analyzed key user feedback to provide user dashboard designs and clickable prototype while working closely with development team leveraging Salesforce.
- **TDW (Feb 2016 - March 2017)**
  Redesign corporate website to have industry best CMS with e-commerce capabilities and customer portal integration. Designed hi-fidelity wireframes and worked collaboratively with other designers with Figma and received validations from business teams utilizing Figma annotations. Worked on Atomic designs for various web components while following ADA/ WCAG accessibility guidelines.
- **Hilton Hotel (June 2015- Feb 2016)**
  Collaborated with local team of designers and data analyst to conduct creative workshop with HGV's key stakeholders which resulted in a one door entry lift and shift website to all of HGV's consumer facing sites. Re-purposed content strategy for loyalty members and identified key users based on customer profile. Utilized Web flow to create UI toolkit/design system.
- **Marriot Vacation Club (July 2014 - June 2015)**
  Practiced Lean UX to produce a rapid interactive prototype/wireframes for user testing, business validation, and developer buy-in. Lead content agile development through UX research and responsive web/mobile design. Integrate Lean UX on current major hospitality company utilizing AEM design.

Web/Visual Designer at Yahoo
June 2013 - July 2014

Yahoo! Inc. is one of the world's leading Internet media companies that utilizes its extensive searchable database, the company helps Internet users navigate the World Wide Web.

Key Achievements:
- Interviewed various yahoo product owners to collect relevant and up-to date content for migration
- Investigated, researched, and deployed Role/user-based content/pages
- Enforced innovative business culture across technical and design with 3rd-party design agency
- Migrated the Advertising and Data Portal to new CMS/JIVE portal

Web Designer at Jessica Simpson
February 2012 - June 2013

Jessica Simpson is an American singer and actress who has built a fashion global empire that has reached a total sales of $1 billion.

Key Achievements:
- Built this newly established company from ground up, doing all front-end development work
- Created email templates for promotional ads within digital marketing campaigns

- Created landing pages with CSS/JQuery/HTML to sell online goods via MarketLive platform
- Provided art direction and creative comps for promotional banners, email kickers.