

Andie H. Lee

Strategy meets creativity.

Product designer with 8+ years across insurance, education, technology, and sports. I think like a PM, solve like an analyst, and see like an artist, bridging people, products, and business to turn complex problems into clear digital experiences, from early concept to launch.

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Role T-shaped Product Designer

Experience

Product Designer & Co-Founder at DAI Football

2026 · Sydney, Australia

Product Strategy · Product Design · Data Visualisation

- Co-designed an internal football intelligence platform with a data analyst, integrating player profiles, performance data and scouting videos into a unified workspace.
- Designed user-centred workflows and data-rich dashboards to translate complex analytical insights into clear visualisations that support data-informed decision-making.

UX Designer at UNSW

2025 · Sydney, Australia

UX Research · Digital Transformation · Design Systems

- Conducted user interviews and usability testing to inform digital experience improvements.
- Designed high-fidelity web experiences and prototypes in collaboration with product and development stakeholders.

UX/UI Product Designer (Solo) at MetLife Insurance

2021 – 2023 · Sydney, Australia

Product Design · B2B SaaS · Digital Transformation

- Led end-to-end UX/UI design across complex B2B/B2C insurance platforms supporting 18+ super fund clients across Australia.
- Spearheaded UX for a digital transformation initiative, evolving legacy tools into scalable, customer-facing SaaS experiences.
- Conducted user research, stakeholder interviews and usability testing; designed user journeys, wireframes and interactive prototypes to improve complex insurance workflows.
- Collaborated with Product Owners, Business Analysts, CX, research, marketing and development teams in an Agile/Scrum environment, aligning user needs, business goals and technical requirements through developer handoff.
- Led design QA and post-development validation, identifying and reporting functional defects and design inconsistencies, and verifying fixes to ensure implementation quality.

EARLIER ROLES

UX/UI Digital Designer (Web) · Navitas	2021 · Sydney
Web UI Designer · RFI Technology Solutions	2018 – 2020 · Sydney
Graphic Designer · Sydney Observer	2017 – 2018 · Sydney
Graphic Designer · Elite Sports Aus	2016 – 2017 · Sydney
Web Design Intern · Raffles International College	2015 · Sydney
Web and Graphic Design Intern · KCC Australia	2013 – 2015 · Sydney

Additional Experience

Football Scouting & Product Lead at DAI Football

2026

Scouting Support · Stakeholder Management · Content Production

- Coordinate player profiles, performance data and scouting videos while liaising with players, families and football club representatives to support talent evaluation and recruitment.

Social Media & Content Lead at Newington Gunners SC

2026

Content Production · Visual Storytelling · Stakeholder Collaboration

- Produced match-day photography, highlight videos, goal clips, fixtures and promotional content for the club and GDSFA X-League Men's First Grade.

Team Liaison at Ulsan Hyundai FC

2014 – Present · also FC Seoul, 2014

Stakeholder Management · Communication · Event Coordination

- Supported AFC Champions League away fixtures in Sydney through team coordination, scheduling and logistical communication.

Education

UNSW

Bachelor, Design Studies
Major in Graphics Computing
Feb 2011 – Feb 2015

Focus: Interactive Systems · Experience Design · Visual Design · Multimedia · Design Theory

Victoria University

Master, Business
Major in Information System
Aug 2017 – Nov 2018

Focus: Business Analysis · Information Systems · UI Design · Business Intelligence · Data Management · Agile Product Development · ERP/CRM · Cloud Computing · IT Project Management

Skills

Product Strategy & Discovery

Product Strategy · User Research & Interviews · Problem Framing · Opportunity Identification · Journey Mapping · Information Architecture · Data-informed Design

End-to-End Product Design

Complex Product & Workflow Design · B2B / B2C / B2B2C · SaaS · Wireframing · Prototyping · High-Fidelity UI · Usability Testing

B2B SaaS & Digital Transformation

Digital Transformation · Legacy-to-Digital Evolution · Scalable Product Experiences · Complex Data Visualisation · Responsive & Multi-platform Design

Design Systems & Experience Quality

Design Systems · Reusable Patterns · Interaction Design · Accessibility · Inclusive Design · Design QA · Developer Handoff

Cross-functional Collaboration

Product & Engineering Collaboration · Business Analysis · Stakeholder Communication · Agile Product Development · UX Mentoring · Design Practice

Tools & AI

Figma · XD · Adobe CC · Jira · Confluence · After Effects · AI-assisted Design & Prototyping

Certifications

SAP

SAP Solution Manager and SAP ECC version 6
Process and workflow modelling conventions in SAP S/4 HANA

CCE | University of Sydney

Adobe After Effects Course

Coursera · In progress

Google UX Design Professional · Digital Product Management · Human-Centred Design · UX Research & Design Specialisation · Hypothesis-Driven Development · Qualitative Research Methods