

Philip Lee

Senior Experience Designer

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[LinkedIn](#)

Experience

Digitas North America

New York

Senior Experience Designer 2025 - Present

Co-developing a generative AI-powered marketing tool for Mondelēz, supporting their internal marketing teams across 40+ global brands. Contributed to MVP design strategy, visual execution, and quality assurance (QA) for design deliverables alongside VP of Design and Publicis teams.

Leading UI and component design for Goodyear's CRM platform, building a scalable Figma Design System covering over 30 components used by marketing and service teams across nation.

Managed and mentored a team of junior designers and interns, fostering a culture of continuous learning and innovation.

Experience Designer 2022 - 2025

Created Visa's comprehensive Figma component library with over 200 reusable assets, streamlining daily content production across Visa.com for 30+ internal teams.

Led visual design and design system development for Snackworks.com, including a full site redesign, a refreshed logo, and scalable design patterns supporting over 100 recipes, 40+ brands and product pages. Also delivered an accessibility audit sheet to guide inclusive design improvements.

Reimagined the RaceTrac mobile app UX/UI for over 1 million users, introducing a revamped loyalty rewards program that significantly improved user retention and received 4.8+ ratings on app stores.

Freelance Motion Designer

New York | Taiwan

Motion Graphic Designer 2017 - 2022

Designed content for a range of digital and broadcast media including social posts, channel banners, motion graphics, sizzle reels, and prototypes, etc.

Clients: AMC Networks, Havas (Studio 6), Hearst, Brown Brothers Harriman, iCrossing, Viacom, Jones Knowles Ritchie, VH1, NowThis, ORChina Magazine, Taiwan Administrative Enforcement Agency

Red Antler

New York

Motion Graphic Design Intern 2017

Developed creative assets including social posts, illustrations, and case study videos for clients like Google, Keeps, Allbirds, and Dubsmash.

Education

New York University

School of Visual Arts

MPS - Interactive Telecommunication Program 2020 - 2022

BFA - Design 2013 - 2017

Awards & Achievements

Red Dot Design Award

Communication Arts Award

Brands & Communication Design 2023

Shortlist 2017, 2024

Graphis New Talent Annual

ADC Show

Gold 2017

SVA Featured Project 2016

Skills

Figma, Adobe Creative Cloud (After Effects, Illustrator, Photoshop, InDesign, Premiere Pro, Audition), Cinema 4D, Sketch, Prototyping, Design Systems, Accessibility Design, Design Thinking, Journey Mapping, Wireframing, Micro Interaction Design, Art Direction, Motion Design, HTML/CSS, JavaScript
Languages: English, Mandarin