

Brett Lee

DESIGNER, DAD, DUNGEON MASTER

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For over 19 years, I've designed products to help organizations serve their users better. I've worked on services for the public sector and SaaS products for the private sector. I've built web apps and design systems from scratch. I enjoy working with all kinds of teams, helping others succeed, and advocating for high-quality work that puts users first.

My CliftonStrengths Top 5

I lead with **Strategic Thinking**, helping teams break down information so they can make better decisions. My strengths in **Executing** mean that I like to turn plans into action and get things done.

1. **Analytical**
2. **Restorative**
3. **Learner**
4. **Harmony**
5. **Responsibility**

§ Experience

Mythril

Founding Product Designer

Feb 2025 – Present

- Joined a pre-seed, AI-native startup as sole designer.
- Conducted qualitative research and developed best practices to involve colleagues in user research activities.
- Delivered multiple app iterations derived from an evolving design system in the ongoing quest for product-market fit.
- Collaborated with AI engineers across multiple timezones.
- Created and shared AI-enabled internal workflows to coordinate efforts between Design, Product and Engineering.

Mediafly

Staff UX Designer

Apr 2024 – Dec 2024

- Delivered AI feature sets across several products.
- Helped bring alignment and clarity to Mediafly's AI product vision.
- Planned and delivered design system componentry, including a shared, accessible colour system.

Dooly

Lead Product Designer

Jan 2022 – Mar 2024

- Led research, design and delivery of a brand new product.
- Created tools to standardize Design practices and make cross-functional communication easier.
- Helped rebuild trust and quality in the Design organization.

Allocadia

Senior Design Manager

Jul 2021 – Dec 2021

- Worked with Product and Engineering to shape a cohesive product vision after acquisition.
- Created a designer-led career framework to enable growth paths.
- Helped Product teams be more collaborative, customer-centric and iterative.

Senior UX Designer

January 2018 – June 2021

- Conducted research to find pain points and unmet needs.
- Ran cross-functional workshops to improve trust and engagement.
- Collaborated closely with engineers in design and delivery.
- Created tools and practices to improve the Design team.
- Led design and delivery of a design system and UI kit.

§ Education

Master of Library and Information Science

The University of British Columbia, 2012 – 2016

Completed while working full-time; graduated with an 89% average; specialty courses in information seeking, visual analytics, and quantitative and qualitative research methods.

Bachelor of Science in Computer Science

The University of Victoria, 2002 – 2007

Minor in Business (Co-op). Graduated with Distinction.

§ Skillset

- **UX leadership.** Defining and managing design processes; driving experience vision alignment; enabling cross-functional teams.
- **User research.** Engaging in both qualitative and quantitative research to discover and validate user needs.
- **Design modelling.** Synthesizing research data into actionable insights and design artifacts (e.g., personas, concept models).
- **Information architecture.** Exploring user perceptions related to information seeking behaviours, mental models and navigation.
- **Interaction design.** Collaboratively and iteratively exploring potential solutions through low- and medium-fidelity prototyping.
- **Collaboration.** Partnering with Product and Engineering throughout design and delivery processes to create shared ownership.
- **Systems thinking.** Approaching problems holistically, connecting user needs to product strategy, and designing solutions to scale.

Tools & technologies

- **Collaboration & management.** Linear; FigJam; Miro; Jira
- **Design production.** Figma; Paper; Adobe CS
- **User research.** Dovetail; Fullstory; UserTesting
- **Web.** HTML5; CSS3; React; TypeScript; a bit of vanilla JavaScript
- **AI.** Claude suite; Figma Make; Hermes & Ollama

§ Interests & quirks

- Experienced Dungeon Master
- Occasionally reckless skier
- Avid sci-fi and fantasy reader
- 3D printing hobbyist
- Chose Bulbasaur