

Cidney Lee

she, her, hers
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EXPERIENCE

Senior Product Designer, Growth / Cerebral

Remote • Nov 2025 - April 2026

Drove end-to-end redesign of the therapy intake experience, transforming a cold search interface into a guided questionnaire that built trust with prospective clients, lifting Arrival-to-Lead rate from ~3-4% to 8.6% (+130%) in four months. Improved paid traffic Arrival-to-Lead ~30% across the broader site. Also led redesigns of the provider-finder flow, booking experience, and insurance verification screens, and optimized payment surfaces in collaboration with product and engineering teams.

Senior UX Designer / Avalara

Remote • April 2024 - June 2025

Led end-to-end UX for Avalara.com (~1.5M monthly visits); rolled out the Skylab MX design system and migrated the site to AEM Cloud, enabling 5+ templated page types and faster publishing. Reduced design to development to production turnaround by ~30% and drove measurable increases in lead generation. Built and scaled the Figma component library, cutting page and asset creation time.

UX Designer / Avalara

Remote • May 2020 - April 2024

Freelance Product & UX Designer / Various Clients

Remote • 2019 - 2025

Delivered end-to-end UX and product design across consumer and B2B products. Directed UX and mockups for GatesNotes.com (~4.8M monthly visitors), improving content-product alignment and accelerating feature rollout. Designed conversion-focused landing pages, checkout flows, email campaigns, and paid social ad creative for Gainful, a DTC supplement brand.

Graphic Designer / Cal Poly Sustainability

San Luis Obispo • Sept 2016 - March 2019

Formulated strategic design initiatives for Cal Poly's Green Campus and Eco Reps, creating logos, templates, and campaign concepts that reached ~22,000 students and increased awareness and participation by ~25% YoY (~3,000+ engaged annually).

EDUCATION

California Polytechnic State University, San Luis Obispo

Sept 2015 - March 2019

B.S. Graphic Communication

Concentrations: Web & Digital Media, Design Reproduction Technology; Courses: Mobile App Design, Web Design, Advanced Typography

Munich University of Applied Sciences, Germany

March 2018 - July 2018

Concentration: Print and Media Technology; Courses: User Interface Design, Prototyping & Evaluation

SKILLS

Accessibility & Inclusive Design • AI-Assisted Workflows • Growth & Conversion Design • Cross-functional Leadership • Customer Journey Mapping • Data-Informed Design • Design Systems • End-to-End Product Design • Healthcare & Clinical Workflow UX • Interaction Design & Prototyping (Figma) • Mobile-First Design (iOS & Android) • Product Strategy & Roadmapping • User Research, Usability & A/B Testing