

Joseph Lee

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360.201.7575

Digital product lead focused on building user friendly experiences that delight users and drive organizations forward while growing healthy teams.

EXPERIENCE

Web Team Lead / CRISTA Ministries

January 2019 — Present, Seattle, WA

- Build and optimize CRISTA's fundraising websites and platforms to increase engagement and acquire new donors.
- Lead and mentor a team of developers while working with marketing, content, and digital teams, to develop integrated multi-channel campaigns and microsites.
- Work directly with product owners to develop new features that solve user needs.
- Manage workflow and resources for team, while balancing individual workload.
- Improve campaign process to increase communication and team productivity.
- Shipped sua.org, directed the development for cvm.org redesign, and refreshed remeberapet.org to improve the user experience and cater to veterinary clinics.
- Created UTM tracking standards for campaign tracking and Salesforce integration.

Senior Frontend Designer / CRISTA Ministries

July 2015 — December 2018, Seattle, WA

- Overhauled and simplified the donation experience for all 7 of CRISTA's brands and created integration with Salesforce.
- Research and advocate for platform upgrades and integrations.
- Designed and developed a way to send personalized cards through the Global Gift Guide, an e-commerce gift catalog, and migrated the store to Shopify.
- Managed an external vendor to build out a streamlined process for Christian Veterinary Mission's pet sympathy card web service.

Senior Web Designer / World Concern

October 2013 — June 2015, Seattle, WA

- Redesigned World Concern's website and transformed a previously fixed and static website into an mobile responsive site.
- Led strategy and execution of monthly multi-channel digital campaigns and increased online giving by 25% year over year.
- Trained CMS users, and developed custom CMS authoring experiences tailored to specific user needs.

Web Designer / World Concern

October 2009 — June 2013, Seattle, WA

- Created responsive donation pages utilizing Blackbaud fundraising platform.
- Developed responsive HTML email templates for Mailchimp.
- Implemented Classy peer-to-peer fundraising software for 5K run events.

Product Designer / Microsoft

April 2009 — June 2009, Redmond, WA

- Designed the Dynamics CRM UX team's internal Sharepoint portal and redesigned the Dynamics CRM Resource Center.
- Created sitemaps, wireframes, mockups, and HTML/CSS prototypes.

EDUCATION

BA Graphic Design

Western Washington University

September 2003 — June 2007

Bellingham, WA

SKILLS

Design/Development

Responsive Design
Frontend Development
Progressive Enhancement
Web Accessibility
Process Improvement
User Experience
Interaction Design
Design Thinking
Prototyping
Mockups
Wireframing
Information Architecture
Email Marketing
Email Design
User Research

Tools

Asana
Jekyll
Liquid
HTML
CSS/SASS
Javascript
Mailchimp
Shopify
Form Assembly
Luminate Online
Google Analytics
Classy
Salesforce
Git
AWS
Adobe CC
Sketch/Figma/XD