Matthew Lee

STRATEGIC PRODUCT LEADER | UI/UX

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---------------------------- CAREER HIGHLIGHTS ------------------------

Senior UI/UX Design Leadership: Directed multi-platform design systems in Figma with 150+ reusable components and responsive variants, reducing design-to-dev handoff time by 50%.

AI Product Leader: Strategic AI product leader with expertise defining product vision, strategy and roadmaps for AI-driven solutions across multi-workstream environments, resulting in the creation of $3Million pipeline in 6 months.

Human-Centered Product Strategy: Designed and brought to market an enterprise Salesforce ISV training platform called EnlightenCRM using continuous customer feedback loops and usability testing to drive first year revenue of $500K.

Advanced Prototyping & Systems Thinking: Built high resolution prototypes in Figma to drive stronger consensus amongst stake holders and reduce engineering reworks by 40%.

Cross-Functional Alignment: Led design-engineering-marketing-GTM alignment to achieve UX and revenue goals by improving adoption by 38% and increasing revenue by 55%.

---------------------------- AREAS OF EXPERTISE ----------------------------

Figma	Ecommerce	UI/UX	Leadership	Workflows
Jira	Road mapping	Hubspot	Cross-Functional	N8N
Confluence	Prototyping	Salesforce	AI/ML	Zapier
Asana	Storytelling	Canva	MCP Server	Automation

--------------------- PROFESSIONAL EXPERIENCE ---------------------

Lead Product Designer, Fitleaguer | Denver, CO   **June 2025 – Present**

*Lead **product designer** for a stealth mode fitness gamification app that looks to drive stronger health and fitness outcomes through fantasy sports gamification combined with traditional exercise tracking with apps like Strava or MyFitnessPal.*

- **Product Design:** Built a mobile-first product design in Figma using complex components, variants and properties to create an intuitive user-friendly experience reinforced through beta tester feedback loops.
- **AI Workflows:** Integrated Figma with MCP server/Claude Code workflow to accelerate Design-to-Engineering handoff and reduce headcount by 300%.
- **User Interviews:** Facilitated user interviews with men's Olympic cycling coach, Adidas experiential marketing leaders and power users in the collegiate NIL space to map user requirements with ease-of-use features.
- **Cross-team Collaboration:** Ran point on design/engineering/user meetings to consolidate feature priorities to maintain development schedules were met.
- **Prototyping:** Built advanced prototypes in Figma to illustrate the user experience before committing engineering to unnecessary development, saving months of potential lost time.

Fractional Product Design & RevOps Leader, VerityAscent | Denver, CO   **February 2020 – Present**

*Lead **product design and revenue operations** initiatives for early-stage and growth-focused SaaS companies, designing user-centered products and GTM systems that have driven **3–5x pipeline growth, 40%+ higher conversion rates,** and scalable revenue expansion.*

- **Product Design:** Built a mobile-first prototype in Figma for a stealth startup building a new fitness competition and league management app. Accelerated product development by months by creating components and variants blocks system integrated with back-end React Native programming framework through MCP server integration.
- **RevOps Infrastructure:** Designed and deployed scalable CRM workflows, lead routing logic, and sales process automation using Salesforce, Hubspot, Apollo, HeyReach, Trigify and LinkedIn Sales Navigator.
- **Revenue Intelligence:** Integrated sales tools like Apollo, ZoomInfo, Hubspot, HeyReach, Clay and Salesforce to enrich lead scoring, enhance funnel visibility, and optimize SDR workflows.

- **Data Integrity & Reporting:** Standardized reporting frameworks and ensured clean pipeline data across systems, enabling actionable insights and reliable forecasting for CROs and founders.

Chief Revenue Officer, Intuist.ai | Denver, CO   **May 2024 – July 2025**

Appointed as the senior executive responsible for driving AI/ML product strategy by translating ambiguous customer requirements into ML-driven features to achieve product/market fit, leading to sustainable revenue.
- **Cross-functional Alignment:** Led executive-level communication across sales, marketing, product and engineering to create cohesive product strategy, messaging and revenue models.
- **Innovative Product Design:** Created go-to-market ready AI agent designed to ingest sales and product meeting notes to act as on-demand sales engineering assistant during live customer calls.
- **Fundraising & Investor Relations:** Led the creation and delivery of the investor pitch deck; presented capital raise pitches to angels and VCs, laying the foundation to secure critical early-stage funding.
- **Product-Market Fit:** Conducted in-depth customer discovery and market research to refine value propositions, resulting in the successful alignment of product features with target market needs. Secured strategic enterprise SaaS, Healthcare and Marketing clients to initiate usage revenue.

Sr. Technical Business Development Manager, Amazon | Denver, CO   **July 2022 – April 2024**

As part of the go-to-market team for Buy With Prime, built C-level relationships with premium ecommerce brands looking to leverage Amazon technology and infrastructure to drive more direct-to-consumer website traffic and conversions.

- **New Business:** Closed multi-million dollar enterprise account in first 6 months, ranking second in team performance by driving over 100,000 new units in year one.
- **Internal Collaboration:** Advised internal stakeholders on partner segmentation and program design for ecommerce tech integrations, expanding both internal and external partner ecosystem.
- **GTM Acceleration:** Used data insights to inform sales plays and optimize conversion rates across integrated Amazon solutions. Built internal partnership with Amazon Today offering.

VP of Ecommerce & Integrations, Remote-Learner | Boulder, CO   **May 2019 – January 2020**

Joined the leadership team of an elearning services company through acquisition. Chartered with leading company integration efforts and driving new course ecommerce business by partnering with account management and sales teams.

- **Innovative Technology Solutions:** Developed and executed go-to-market strategies, leading to 30% YOY growth and acquisition of new enterprise Children's Hospital account valued at $250,000 per year.
- **Integration Leadership:** Led integration efforts after acquisition, setting the stage for 30% revenue growth.
- **Trusted Business Advisor:** Recruited to expand territory and brand awareness in the corporate vertical by targeting and closing for-profit training accounts in the continuing education space.

Founder/Chief Product Officer, Envisiontel | Boulder, CO   **July 2004 – May 2019**

Founded a technology company focused on extended enterprise training technologies. Designed and brought to market ecommerce and Salesforce-integrated training platforms designed for monetizing courses and managing customer lifecycles.

- **Product Design & Launch:** Led design of 3 SaaS applications from ideation through monetization, achieving profitability on all 3 within 12 months.
- **Cross-Team Leadership:** Created operational infrastructure using Jira, Salesforce, Confluence and Google Workspace to manage full product lifecycle across designers, engineers and full go-to-market strategy.
- **Partner of the Year Award:** Awarded Totara partner of the year award for LMSCheckout product innovation and new revenue growth.
- **Strategic Leadership:** Sparked year-over-year revenue growth in the extended enterprise training space, resulting in a company acquisition in 2019 delivering a 10X return on investment.

--------------------------------- E D U C A T I O N ---------------------------------

BA General Studies, Indiana University, *Bloomington, IN*