

CHIH LEE

Needham, MA | 617-759-5555 | chihlee98@gmail.com | [linkedin.com/in/chih-lee](https://www.linkedin.com/in/chih-lee) | chihlee.com

UX/UI DESIGN MANAGER

Creative UX/UI Designer with over 20 years of experience managing and delivering high-impact integrated design solutions for Fortune 500 brands. A proven track record of building and mentoring high-performing teams, fostering long-term client relationships, and driving new business growth—expert at navigating high-pressure, deadline-driven environments while maintaining a sharp focus on strategic communication and presentation excellence.

SKILLS & TECHNICAL SKILLS

User Interface (UI) Design | User Experience (UX) Design | Visual Design | Creative Direction | Critical Thinking | Creative Strategy | Web Accessibility | User Centered Design Philosophy | Design System Management | Agile and Waterfall Methodology | Figma | Sketch | Adobe Creative Suite | QuarkXpress | Microsoft Office | Jira

WORK EXPERIENCES

CVS Health, Remote **2020 – 2025**
Manager Digital UX/UI Designer

- Delivered creative solutions for Loyalty & Ecosystem for ExtraCare & ExtraCare Plus membership that drive high enrollment engagement and business growth.
- Translated broad OKRs into scalable customer experiences to meet enterprise goals.
- Partnership with product, engineering, marketing, and brand to ensure success in cross-functional collaborations.
- Integrated insights from behavioral research, analytics, and customer feedback to guide decision-making at scale.

TripAdvisor, Needham, MA **2014 – 2020**
Senior Interactive Designer

- Built multiple digital projects for B2C, B2B, and some internal creative from emails, micro sites, online advertising, storyboard development and print collateral from magazine spreads and posters.
- Collaborated closely with other creative members to concept new design ideas to push creativity.
- Partnered with user experience group from concept through design to develop user-friendly designs.

Fidelity Investments, Boston, MA (contractor) **2013 – 2014**
Interactive Designer

- Produced multiple digital projects of micro sites, online advertising, storyboard development and iPhone, iPad interface layouts.

Lehman Millet, Boston, MA (contractor) **2012 – 2013**
Senior Art Director

- Construct iPhone interface layouts for ZEMPLAR Dosing Calculator, Abbott: Human. Factored in Micro Site and iPad interface layouts.

ADDITIONAL EXPERIENCES

Marketing Drive, Boston, MA (contractor) **2012 – 2012**
Senior Art Director

Digital Influence Group, Boston, MA (contractor) **2011 – 2012**
Senior Art Director

Wayfair, Boston, MA (contractor) **2011 – 2011**
Senior Art Director

Bluefish Agency, Cohasset, MA (contractor) **2010 – 2011**
Art Director

Digitas, Boston, MA **1999 – 2010**
Art Director
Senior Designer
Designer

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CERTIFICATIONS

AI for Designers (estimate completion: February)

Interactions Design Foundation

Gestalt Principles in Action: Design Better UIs and a Stronger Career

Interactions Design Foundation

Batho Pele: The People-First Design Toolkit

Interactions Design Foundation

EDUCATION

BFA Graphic Design

Massachusetts College of Art & Design