

Clarizza Lee

Product Design and Leadership, I help teams build the foundations for good systems.

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Senior UX Architect - *Manulife, Philippines (Jan 2026 - present)*

📌 Project Lead, on Digital Storefront Project, a first of its kind global to regional and local governance initiative consolidating Insurance and Investment entities into a unified platform hosted on Adobe AEM, replacing legacy independent market infrastructure across Asia Pacific.

- Leading run-ahead discovery and stakeholder alignment for Singapore market rollout, applying learnings from the successful Philippines pilot launch
- Bridging global governance and local market delivery, identifying and mitigating operational risks before formal market planning begins
- Operating across Global, Regional, and Local counterparts spanning product, design, and technology teams across multiple Asia Pacific markets

Lead UX Designer - *Voltex Electrical Accessories, Australia (June 2023 - Dec 2025)*

📌 UX Craft Lead, Managing and mentoring the design team while championing UX adoption, research, and best practices across the organization

📌 Lead designer for Nimble: Job management app for tradies, and Voltex Smart Home

- Introduced product management principles, and created process guides/documentation that improved discovery work and business case building
- Authored Voltex's first UX Writing Guide, shaping tone and clarity across customer-facing and internal apps
- Initiated foundational Design System work, including component audits, WCAG/heuristic documentation, and early token structure
- Conducted and synthesized user interviews, producing Voltex's first customer persona grounded in both qualitative and quantitative data
- Embedded WCAG 2.2 accessibility compliance as a measure of product quality, adding structured review and tracking into workflows

Senior UX Designer - *Kumu, Makati (Remote, February 2022 - July 2023)*

📌 Lead Designer for Core Payments pod, optimizing current revenue channels, developing new opportunities

- Offline monetization: Tipping feature, from 0-10,000USD revenue within 1mo of its release
- Paying user retention: Ideated, designed and released, Coins subscription
- Purchase optimization: Buy coins page redesign - 9.8% increase in task completion for the first phase of changes released

Senior UX Designer - *ING Philippines, BGC Taguig (Hybrid, February 2020 - December 2021)*

📌 Lead Designer for Digital Tribe, improved key customer touchpoints across mobile and web channels

📌 Lead Designer for Sales & Distribution Tribe, designed acquisition and retention initiatives

- Ideated and launched ING Philippines' first-ever cloud feature, *Member Get Member*, creating a new referral to acquisition channel
- Increased monthly active users by 35% through the design and rollout of a cashback promo series, improving engagement and retention
- Contributed to the ING Global Accessibility Guild, driving standardization of a design maturity growth framework across regions, strengthening organizational efforts to embed accessibility and UX best practices at scale

UX Senior Manager - *BDO Unibank, Valero Makati (August - December 2019)*

📌 Senior Manager on User Experience Governance and driving Digital Transformation Initiatives

- Led the UX Team Engagement framework, establishing internal best practices to strengthen design delivery and collaboration

- Implemented vendor management and material production guidelines, ensuring consistency and quality across external partnerships
- Partnered with BCG Consulting as the internal UX counterpart for service blueprinting and ethnographic research, contributing to a large-scale IT transformation initiative
- Introduced usability testing as a validation tool, embedding user feedback into concept development and experience design for the first time at BDO

Senior UI Designer - *Maya Philippines, Sheridan Mandaluyong (September 2015 - August 2019)*

📌 Lead Designer for Maya Consumer app, MVP Rewards, freenet.ph

- Led end-to-end design for flagship consumer products, from requirements gathering and research through wireframes, flows, prototypes, and multi-platform UI delivery (Web, iOS, Android)
- Launched MVP Rewards, transforming a quick request into a long-term loyalty platform
- Redesigned and relaunched freenet.ph, pivoting the product toward gamified engagement with points and rewards, driving significant spikes in downloads and sustained usage
- Partnered with product owners and engineers to translate business requirements into effective, user-centered experiences across multiple agile teams
- Researched, designed, prototyped, and tested user journeys aligned with business goals, ensuring usability and scalability across platforms
- Defined product strategy and IA frameworks, translating concepts into coherent product experiences.
- Facilitated cross-functional workshops and design reviews, building alignment and driving refinement of deliverables
- Identified and addressed process gaps, proposing and delivering improvements that streamlined workflows and strengthened collaboration

UI/UX Designer - *Yondu, BGC Taguig (March 2014 - September 2015)*

📌 UX Designer on client accounts: BPI Globe BankKO, Globe GoWifi, Globe Data 2.0 Analytics, R&D Labs

- Designed user interfaces for mobile and desktop products, delivering conceptual wireframes through to full-fidelity comps
- Defined and managed UX/UI strategies for client applications, aligning design direction with business and user needs
- Collaborated with client teams across financial services, telecom, and analytics to shape digital experiences tailored to diverse user bases

Certifications

IBM IT Skills and Object Oriented Programming

IBM Worldwide - April 2009 GPA 85%

WAIO 1X : Web Accessibility

W3C / WCAG - November 2020 : ING NL Accessibility Guild - Champion

Product Management Foundations, Metrics and Tech fundamentals

Product Institute - May 2025

NN/G Service Design, UX Certification

Ongoing completion - June 2026

Education

BS Information Technology Major in Digital Media

Information and Communications Technology Academy, Makati '09

🏠 *Magna cum Laude*