

Joseph Mingoo Lee

Senior Product Designer

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Profile

Senior Product Designer with 5+ years designing consumer fintech and digital products, backed by 12+ years in 3D animation and visual storytelling at studios including Pixar, Disney, and Blue Sky. Specialist in design systems, brand transformation, and end-to-end product delivery. Currently sole designer at Otivo, leading all visual and interaction design across platform and mobile applications.

Experience

Otivo / Senior Product Designer

MAR 2025 - PRESENT, SYDNEY

Lead all UX/UI design for fintech advisory platform spanning public website, SaaS dashboard, and native mobile applications. Work directly with CEO and product team to drive design vision and execution.

Key Projects:

- Architected complete brand and visual language refresh—redesigned public presence and SaaS dashboard with modern, scalable aesthetic that strengthened brand differentiation
- Built comprehensive, production-ready design system with 80+ components ensuring consistency and developer efficiency across all platforms
- Designed retirement and ETF investing modules from discovery through launch, expanding product offering and user engagement
- Redesigned insurance product experience, improving findability and clarity of coverage options
- Reimagined 'Ask Otivo' conversational interface, increasing user adoption and reducing support tickets
- Delivered Otivo's first native iOS/Android application, establishing mobile design patterns and interaction standards

Aura / Senior UX UI Designer

OCT 2023 - AUG 2024, SYDNEY

Established foundational design standards for growing product team. Built design system strategy and established team processes.

Key Projects:

- Architected and implemented new design system with custom components, becoming single source of truth for design department
- Created standardised UX/UI annotation system and handoff workflows, elevating design consistency and developer collaboration across team
- Led design and prototyping for interaction proof-of-concept, validating technical feasibility and user experience approach

Deltatre / Senior User Experience Designer

OCT 2022 - OCT 2023, SYDNEY

Strategic UX/UI consultant for Riot Games, translating competitive research and user insights into polished design and development handoffs.

Key Projects:

- User stats panel — Designed data visualisation interface for esports broadcast, tested across 7+ user interviews and A/B tests
- Multiview — Researched optimal concurrent stream limits; delivered prototype informing Riot's production client roadmap
- Homepage redesign — Modernised visual identity and navigation architecture

FrankieOne / Product Designer

OCT 2021 - OCT 2022, SYDNEY

Owned design for KYC and KYB product squads, collaborating with engineering and compliance to ship customer-facing and internal tooling.

Key Projects:

- **FrankieFlow** — Designed drag-and-drop workflow canvas enabling non-technical customers to configure KYC rules. Shipped MVP in 12 weeks; iterated through 4 subsequent releases with product roadmapping
- **KYB Verification** — Led design for business identity verification service including trust fund mapping and beneficial owner identification. Partnered with PM to establish complete service architecture and feature scope

Experience (continued)

Animal Logic / Visual Designer

MAR 2021 - OCT 2021, SYDNEY

Treehorns project. Created character and environment styling guides; art-directed background assets.

Plastic Wax / Senior Animator

DEC 2019 - MAR 2021, SYDNEY

Quizbreaker / User Experience Designer

JUN 2020 - JUL 2020, SYDNEY

Conducted brand strategy and UX research; redesigned homepage and onboarding experience based on user testing.

Shout for Good / User Experience Designer

MAY 2020 - JUN 2020, SYDNEY

Validated P2P charitable marketplace concept through market research and user testing of donation mechanics.

Good for Business / User Experience Designer

APR 2020 - MAY 2020, SYDNEY

Led design strategy to strengthen value proposition; delivered homepage redesign improving messaging clarity.

Flying Bark / Lead Animator

MAY 2019 - DEC 2019, SYDNEY

Film: Maya the Bee 2 — Led team of 5 animators, mentored 3 junior animators to mid-level capability, achieved 100% on-time delivery

Animal Logic / Animator

APR 2016 - JAN 2019, SYDNEY

Films: The Lego Batman Movie, The Lego Ninjago Movie, Peter Rabbit 2, The Lego Movie 2

Bluesky Studios / Junior Animator

DEC 2009 - MAY 2015, GREENWICH CT, USA

Films: Rio, Ice Age 4, Rio 2, Epic

Disney Animation Studios / Talent Development Artist

SEP 2009 - NOV 2009, EMERYVILLE CA

PIXAR Animation Studios / Fix Animator

JUN 2008 - JAN 2009, EMERYVILLE CA

Education

Academy XI / UX UI Design Certificate

APR 2020 - JUL 2020, SYDNEY

10-week intensive UX/UI design bootcamp

Academy of Art University of San Francisco / Bachelor of Fine Arts

AUG 2004 - MAY 2009, San Francisco CA

Majoring in 3D Animation and Illustration