RAN LEE

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experience

Senior Product Designer, Advertising Mission, The New York Times Jun 2021 — Present

- Oversee initiatives that seek to monetize the non-paying reader through a series of initiatives and experiments:
  - Explored and crafted proposals for access to articles through advertisements and partnerships for senior leadership to review and execute.
  - Collaborating with the Storytelling team in an experimentation to place an ad at the top of the mobile experience. This is currently in an expanded A/B test, but to date has generated $2.2M with no changes to bounce rate and engagement.
- Collaborate with Wirecutter on native house formats that showcase Wirecutter deals, designing and producing all thumbnails for the Flex Frame format, and collaborating with the VQA team to identify and correct color inconsistencies, including detecting incorrect gray tones.
- Led the coordination of migrating the ad delivery system to LiveIntent, securing cross-team buy-in, managing complex data points, and overcoming roadblocks, resulting in a more agile ad system for newsletters with enhanced options and control over the user experience
- Kaleidoscope is a proprietary tool available to strategists and campaign managers to utilize throughout the entire lifecycle of an advertising campaign. It provides critical business data, analysis, and reporting that help drive campaign design decisions, including reader habits, what formats to run, which demographics to target, and aggregating data to gauge performance.
  - Collaborate with key partners including data analysts, campaign managers, and strategists to design and deliver a new dashboard that creates highly customizable data-heavy wrap presentations more efficiently, resulting in a faster turnaround time.
  - Design various data visualizations with critical capabilities like in-line editing, showcasing detailed breakdowns, and real-time analysis, all of which is exportable into different formats that can be presented to external clients and users.
  - Work closely with development teams to ensure that design solutions can be implemented across different formats, as well as confirming all final visuals pass VQA.
  - Created and implemented a new design system by merging the branding of NYT and NYTA together, and introduced a structured hierarchy of information, which resulted in standardizing all design components across all campaign reports.
- Led the design of the Maker Week project Story to Story Sharing, which introduced a feature allowing users to generate vertical images for sharing on Instagram and TikTok. This feature evolved into a full product, launching in November 2024 as the ability to share articles directly to Instagram Stories from The Times iOS app.
- Collaborated with Commerce and Marketing teams to enhance subscriber retention by offering a print artifact to digital-only subscribers as a year-end thank you for supporting journalism; the initiative was highly successful, with *Puzzlemania*, *The Lives They Lived*, and *For Kids* selling out within 24 hours.
- As the founding Events Lead for the Climate Network ERG, planned 21 events, 10 giveaways, and recycling drives, diverting over 1,000 clothing items from landfills; continue to support the initiative by co-planning bi-annual clothing swaps with Black@NYT after stepping down from the lead role.
- Promoted culture and shared learnings by hosting a Learning Track Workshop during Maker Week 2023, moderated a panel on Navigating Promotions for Women in Tech, led a workshop on prototyping for Pursuit, and mentored a summer intern on the Storytelling team.

Design Director, T Brand, The New York Times Mar 2019 — Jun 2021

- Sole product designer for Looking Glass, the Times's proprietary first party audience data segment builder. Work cross-functionally across the Ad Mission with data scientists, back end and front end developers to create an intuitive interface for the data ad product team to use with minimal training.
- Serve as the lead product designer for the Ad Formats mission. Partner closely with development and audience insights teams to continuously optimize and elevate overall profitability. Cultivate and deploy a design system throughout the Flex Suite through A/B testing and user research, as well as develop new formats and detailed specifications for each format's template.
- Manage a team of front end developers who create and innovate on Paid Posts for T Brand, including templatizing complex builds for easier and faster use by the design team.
- Collaborate with creative directors, art directors and audience insights teams to identify high performing campaigns that can be added to the roadmap for productization.
- Prototype and refine responsive Flex Frame formats in Figma to ensure efficient usage and understanding for a diverse user base, including strategists, developers and sellers.
- Active member of two taskforces: one focus is to envision areas where the ad product can evolve and the other focus is to research and innovate the Flex Frame product to maximize profitability.

technical skills

Photoshop	HTML
Illustrator	CSS
Figma	HTML Emails
Sketch	PHP
InDesign	JavaScript
Premiere	SVN
After Effects	GIT
Keynote	
Powerpoint	
Google Slides	
Acrobat	

education

University of Michigan
Bachelor of Fine Arts, Cum Laude
Graphic Design / Ceramics
Ann Arbor, MI

accolades

Publishers Award Winner, 2024,
New Ad Experience on Games

Advertising Maker Week Winner, 2024

Ad Mission Quarterly Award, 2024

AIGA, 50 Books / 50 Covers
Not For Tourists Guidebooks

Davey Award Individual Achievement,
Art Direction / Graphic Design

affiliations

Pursuit
Fellowship Design Mentor

AIGA
New York Chapter

New York American Mensa, Ltd
New York Chapter

NYT Agile Foundations Certification

Hunter College High School
Alumni Association
Member

New York State Taekwondo Federation
Referee