

Ran Lee

experience

SENIOR PRODUCT DESIGNER, The New York Times

Jun 2021 — Present

- 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.
- Oversee an initiative that seeks to monetize the non-paying reader by providing access to articles through advertisements and partnerships, delivering concrete proposals for senior leadership to review and execute.
- As sole Events Lead for the Climate Network ERG, was responsible for planning 21 events and 10 giveaways, and recycling drives, saving over 1000 pieces of clothing from landfill.
- 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, and mentored a summer intern on the Storytelling team.

DESIGN DIRECTOR, 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 templating 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.

DIRECTOR OF CREATIVE, The New York Times

Mar 2015 — Mar 2019

- Led the product design for the company's first apps. Partnered closely with the development team to provide industry standard logos, animations, and layout specifications to ensure seamless accessibility across different mobile operating systems and sizes.
- Oversaw the design of the site's relaunch, resulting in an increase of 53% unique visitors and 19% page views.
- Utilized Google Analytics to track user behaviors and optimize overall engagement resulting in a total of over 2 million social media followers. Increased site's recirculation and shares on social media by improving the design and location of various modules via A/B testing.
- Designed and hand-coded a flexible boilerplate HTML email template for the site's daily newsletters and email blasts.
- Streamlined branding across all Hollywood.com properties and subsites.
- Adapted the Hollywood.com logo and accompanying product design for two subdomains: the Photo Archive, a Bootstrap-based subdomain that allows users access over 10 million images from past and present, and Discovery, a subdomain that showcases the latest trailers, interviews, and behind-the-scenes footage.
- Configured the specifications for various advertising formats across Hollywood.com properties and subdomains.

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
Recognized for 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

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