Corey Lee
Designer in Tokyo, Japan, He/Him
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Side Projects

2019   Design Ops—デザインの価値を最大化する手段

Speaking

2024   ストーリーテリングを活用したプレゼンテーションのデザイ
                        ン at Featured Project 2024
                        Tokyo, Japan

                        良いクリエイティブは、そこにストーリーがあるからこそ
                        人々に伝わります。そしてそのストーリーの伝え方によって上
                        手く共感してもらえるかが変わります。Advocateとして、た
                        だツールとしてFigmaを紹介するのではなく、デザインの価値
                        と合わせてストーリーで伝えてきた私たちの手法を皆さんと
                        共有します。

2023   デザイン組織成熟度とデザイン思考 at デザイン経営2023
                        Tokyo, Japan

2023   The creative potential of Figma / Figmaのクリエティブなポ
                        テンシャル at Featured Projects
                        Tokyo, Japan

2023   Designing for Designers / デザイナーのためになるデザイナ
                        ー at Spectrum Tokyo
                        Tokyo, Japan

2023   Intro to Design Maturity at Config 2023
                        San Francisco

2023   Beyond the Pixel: Pushing design forward with advocacy
                        at scale at ADPList BeMore 2023

Writing

2019   Design Ops: Maximizing the value of design, Forbes Japan
                        デザインの価値を最大化する。海外企業が採用する「Design
                        Ops」とは何か

Awards

2017   Good Design Award from JDP
                        Good Design Award for service design of ストアカ
                        education platform.

Features

2024   ものづくりに必須のスキル。人を動かす「ストーリーテリン
                        グ」のデザイン on designing

Work Experience

2022 — Now   Designer Advocate at Figma
Tokyo, Japan

Key Activities:

- Leading design advocacy across APAC
- Shaping content strategy for regional events across APAC
- Educating APAC's leading design teams on design systems, product design and development best practices.
- Mentoring the growing APAC advocacy team

Key Achievements:

- Employee #3 in Tokyo. First advocate in APAC, establishing advocacy approach for the region.
- Assisted in the localization and GTM execution of Figma's product in Japanese, it's first ever product localization.
- Led content strategy for Figma's most successful regional events including Schema Tokyo and Config APAC (1.2K+ attendees).
- Coached speakers for multiple Config conferences.
- Established expertise in design maturity and organizational design.

2020 — 2022   Chief Design Officer at Anamne
Tokyo, Japan

As a member of Anamne's leadership team reporting to the CEO, oversaw all aspects of product strategy and product design with the aim to make an accessible and enjoyable online healthcare experience.

Key activities:

- Led platform and product strategy integrating multiple fragmented telemedicine products into a cohesive ecosystem.
- Led product teams in establishing a cohesive user experience across products through design management, design systems and design operations.
- Defined an overarching brand strategy and visual design language to strengthen product positioning and brand recognition.

2018 — 2022

Designer at The Collective
Tokyo, Japan

Product Strategy, Design Systems, Design Ops, Brand
Strategy

End-to-end product strategy, product design and brand
identity for startups and new ventures, specializing in
early-stage (0 to 1) growth and product re-launches.

Key Projects:

- Led the end-to-end product re-launch of Mixi's
recruitment platform FindJob!, driving strategic
redefinition, brand identity development, and product
design while coordinating with internal development
teams.

- Created an original content series exploring Design
Operations in Japanese published in partnership with
Forbes Japan, featuring interviews with industry leaders
from Meta, Lyft, Dropbox, Adobe, and other prominent
technology companies.

- Partnered with Figma to organize and promote the first
Figma community event in Japan [2019]

2016 — 2017

Lead Designer at Street Academy, inc
Tokyo, Japan

Product Strategy, Product Design, Design Ops, Brand
Identity, Brand Strategy

Key Activities:

- Led product strategy, product design and branding for
Street Academy's B2B2C and B2B education products.

- Led product team in establishing a cohesive user
experience across products through design management,
design systems and design operations.

- Defined community strategy for platform partners.

Key Achievements:

- Led a comprehensive transformation of Street Academy's
education platform spanning brand identity,
communications, product design, product strategy and
go-to-market strategy.

- Unified the product user experience through design
management, and product development processes.

- Established design operations, including the successful
transition to Figma and the creation of internal tools to
enhance product team productivity. Built scalable design
systems and workflows that improved the collaboration
between design, development and business teams.

- Good Design Award (2017)

2015 — 2016	**Designer at UUUM** Tokyo, Japan Product Strategy, Product Design, Brand Identity, Front-end Development, Native Development Spearheaded product design and brand strategy for emerging digital services as a core member of UUUM's New Business Development unit. Established and managed strategic partnerships between global brands and UUUM's content creator network, driving successful cross-platform collaborations.
2014 — 2015	**Designer Engineer at TenTen** Tokyo, Japan Key Activities: • Led product design of web, and native apps for TenTen's loyalty platform. • Led user experience across digital platforms and physical POS interactions. • Implemented design through native mobile development (iOS, Android)
2015 — 2015	**Designer, Front-end Developer at Life is Good (LIG)** Tokyo, Japan Key Activities: • Led end-to-end product design and front end development for the Poole recruitment platform from initial concept to successful launch.
2012 — 2014	**Designer at Dwango** Tokyo, Japan Key Activities: • Drove product design for Dwango's online content portals across mobile web and native apps. • Product design and native app development of new products and services
2011 — 2012	**Designer at Nine Software** Tokyo, Japan
2010 — 2011	**Designer at CP Blossom** Tokyo, Japan Product design for mobile applications. Mobile game planning and design.

Certifications

2016	JLPT N1 from 文部科学省