

# Spenser Lea

Product Design & Strategy Leader

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## SUMMARY

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Product designer with 10+ years designing and building software across SaaS startups and enterprises. Owns end-to-end design: discovery, product strategy and roadmap, wireframing and design iteration, prototyping, and delivery through front-end implementation. Builds and maintains the design systems that keep products consistent as they scale, and ships production front-end code alongside engineering. Has led multiple 0-to-1 products from concept to public launch across AI platforms, real-time video, and native mobile.

## SKILLS

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**Design & UX:** UX/UI Design, Visual Design, Design Systems, Prototyping, Information Architecture, Wireframing

**Strategy & Leadership:** Product Strategy, User Research, Usability Testing, Cross-functional Leadership

**Development:** Front-end Development, JavaScript, HTML, CSS/SCSS, React, React Native, Git/GitHub

**Tools & AI:** Figma, Sketch, AI Product Design, Claude Code & Cowork, GitHub Copilot, Figma MCP & Agents, Jira, Linear

## EXPERIENCE

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### WiseOx *(Co-founder)*

*Product Designer & Strategy Leader*

July 2023 - Current

- Led design for WiseOx, a platform for building customizable AI assistants, from first prototype through multi-tenant self-service product.
- Platform grew to support 900+ AI assistants with 140,000+ user interactions to date.
- Built and owned the platform design system: components, tokens, and interaction patterns spanning the web app, admin tooling, and embeddable chat and voice widgets.
- Shipped production front-end alongside engineering, carrying features from design through merged code.
- Solved the platform's hardest interface problems: making large datasets manageable, chat and voice experiences customizable, human-in-the-loop review usable, and AI-assisted workflows easy to configure and trustworthy.
- Owned end-to-end design alongside product discovery, roadmap, and go-to-market strategy, setting direction for a cross-functional team of engineers and stakeholders.
- Now advises WiseOx on product and design strategy as a contractor.

### Convee

*Founding Product Designer*

Aug 2022 - July 2023

- Founding designer at Convee, owning end-to-end design and front-end development for at-home e-commerce returns.
- Designed and built a polished iOS and Android MVP, launching publicly in under 6 weeks.
- Established the product's design system and interaction patterns from scratch, balancing speed with craft on a short runway.

### Hi Touch

*Founding Product Designer*

Jan 2022 - Dec 2022

- Founding designer at Hi Touch, leading design for live video, co-browsing, and real-time shopping experiences built on Zipcan's core video technology.
- Led product discovery and strategy, then owned end-to-end design from wireframes through prototyping and launch.
- Designed multi-user virtual shopping experiences letting several people navigate the same e-commerce site simultaneously, using mutation observers and live video.

## **Zipcan** *(Co-founder. Acquired by Teamwork Commerce, 2021)*

*Product Designer & Strategy Leader*

Mar 2020 - Dec 2021

- Led design and front-end development for Zipcan, a no-code platform letting businesses embed real-time video chat into any web application.
- Owned product discovery, strategy, end-to-end design, and front-end implementation, designing and building the embeddable video integration plus the white-label theming system that let non-technical users configure appearance and behavior without writing code.
- Grew to hundreds of client integrations across multiple verticals, leading to acquisition by Teamwork Commerce.

## **Brandlive**

*Director of Product Design*

July 2016 - Mar 2020

- Led the platform redesign at Brandlive, rebuilding the UI and establishing the design system that unified web, desktop, and mobile applications, and shipping front-end UI code directly in the codebase with engineering.
- Owned end-to-end design for multiple product launches including new live video shopping products, iterating on interaction design and user flows with product and engineering based on data and user feedback.
- Contributed to a platform that streamed 50,000+ live events for 400 enterprise customers, reaching 15 million+ users.

## **Jive Software**

*Senior UI Designer*

May 2013 - Apr 2016

- Designed and developed enterprise collaboration experiences at Jive serving 4 million+ users, contributing to multiple product launches as both designer and front-end developer with a focus on responsive mobile-web.
- Won company-wide HackDay by creating a mobile-friendly version of the platform. Showcased at JiveWorld customer conference and adopted platform-wide.

## **DHX Advertising, X Factor Advertising, Lea Media Group**

*Web Developer & Designer*

2007 - 2013

- Designed and developed websites and web applications across agency and freelance environments, building responsive mobile interfaces and custom CMS themes in WordPress and Drupal for clients in advertising, entertainment, and small business.
- Ran Lea Media Group as a sole proprietor offering web development, graphic design, marketing, and photography services.

## **OTHER PROJECTS**

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### **Cinder Labs** *(Founder, 2026 to present)*

- An AI-powered platform that automates website design and deployment for small businesses, delivered as a subscription product. Designed and built the generative design engine and operator interface, directing the system's output for usability and visual quality across every client site it produces.

### **Realee** *(Founder, 2026 to present)*

- A real estate transaction management platform, taken from concept to a production build - currently in active beta. Established the design system and interaction patterns in a code-native workflow, then built the full visual and front-end product layer on that foundation.

## **EDUCATION**

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### **Mount Hood Community College**

AAS, Graphic Design

2004 - 2007