

Kristin Lee

Product Designer · UX · UI · AI-accelerated build

CONTACT

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SKILLS

How I work

AI-directed design & build: I brief, direct, and edit Claude / Claude Code to research, design, and ship live products
I own the thinking — users, business goals, structure, words, taste — and use AI as the hands

Product & UX

Product strategy · defining what to build
User & competitive research (AI-assisted)
Information architecture · user flows
Content strategy & UX copy
Bilingual EN/ES products

UI & brand

Visual direction · typography · color
Brand identity systems
Responsive web (desktop & mobile)

Ships

Live, working websites — not mockups
SEO · conversion · go-to-market

Ways of working

Remote · async-first
Open to contract or flexible full-time
Comfortable with ambiguity; ramps fast

Interiors

Interior design & space planning · 2002+

EDUCATION

CareerFoundry

UX Design certificate · 2022

The Art Institutes

B.A., Interior Design

SUMMARY

AI-native product designer. I take web products from idea to a live, working site by directing Claude and Claude Code as my design-and-build team — I set the strategy, structure, words, and visual direction; AI executes. Six years in product/UX on a foundation of interior design since 2002. Remote, async-first; open to contract or flexible full-time with AI-forward teams and clients who want shipped results.

SELECTED WORK

Clínica Regenerix

Product / UX / UI · designed & built with Claude · Client · 2026 · clinicaregenerix.com

- Designed and shipped a 90+ page bilingual medical website for a clinic whose patients mostly travel from the U.S. and Canada — one place to reach, educate, and convert them.
- Six treatment categories, plain-language treatment education, a shop, and WhatsApp-first conversion; competitive analysis vs. U.S. clinics shaped the IA.

USA Coliving Finder

Founder + Product Designer · designed & built with Claude · 2026 · usacolivingfinder.com

- Launched a trust-first coliving marketplace open in 43 states, scaling a single-state product nationwide.
- A two-tier serviced / connect-only model lets one interface behave correctly under 43 states of landlord-tenant law; ~90% of the design system reused.

Denver Coliving

Interior, experience & web design · Owner-operator · 2016–present · denvercoliving.com

- Designed a seven-room historic coliving home room by room, plus its brand, operating systems, and website.
- Grew a Denver rental from ~\$2,200 to ~\$8,000 per month across 5–6 rooms through space design, systems, and marketing.

Camp Dog

Brand identity · Client · Denver

- Full identity — logo, color and type system, business cards, and merch-ready assets built to work from an app icon to a yard sign.

EXPERIENCE

iamkristindesign — Product Designer (freelance)

Remote · 2021–present

- End-to-end product, UX/UI, brand, and web for clients across coliving, marketplaces, medical, and consumer brands — research, IA, content, visual direction, and AI-directed build to a live site.

Hogarth Denver — Digital Marketing Consultant

Client engagement · Remote · Dec 2024–present

- Brand storytelling, copy, and social for a Denver offices-and-workspaces brand — visuals and narratives that turn vacant space into leased space.

CareerCoachingPro — UX Designer

Remote · Jun 2022 – Jan 2025

- Competitive research, product enhancements, and design presentations to stakeholders for a career-coaching platform.