

# Clare Lee

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## EDUCATION

### Wellesley College

B.A. in Media Arts and Sciences  
2013 - 2017

### General Assembly

UX Design Certificate  
July - Sept 2018

## DEVELOPMENT

### ELVTR

AI-Aided Graphic Design  
November 2024

## PROJECTS

### The Pimple Popper Game

Designer & Developer  
Feb 2017 - Feb 2019

Unity 3D iOS

Android

- iOS/Android game in Unity 3D — 187K+ downloads

## PROFESSIONAL EXPERIENCE

### MICROSOFT AI

#### Product Designer, AI Monetization

New York, NY (Remote)  
October 2019 - Present

#### AI Economy Platform Jan 2026 - Present

MCP AI-first Design Systems

- Leading design and architecture of Clarity VibeKit — a vibecode-native environment, component library, and MCP infrastructure built as a foundation for AI Economy products
- Defining design direction for early-stage AI economy initiatives around business participation in an AI-first web

#### Microsoft Monetize Jan - May 2026

Agentic UX Conversational UI End-to-end Design

- Designed a conversational troubleshooting agent for media buyers — end-to-end agentic flow from concept through stakeholder sign-off and development handoff
- Proposed a troubleshooting framework standardizing agentic workflows across Microsoft Advertising products, establishing consistent interaction patterns for complex problem resolution at scale

#### Brand Agents: Conversational AI Commerce Nov 2024 - Dec 2025

0-to-1 Conversational Commerce UX Research Design Systems

- Owned end-to-end from concept pitch through strategy, research, build, and delivery with retail partners (Perfect Plants, SVR, Summer Fridays)
- Achieved **2x conversion lift**, **77.8% session success rate**, scaling to **10,000+ active agents**
- Created an Agent Mode Framework from UX archetypes and user intent data, mapping interaction principles and generative UX components to each mode — a reusable, scalable design system across all brand partners
- Led 45+ research sessions end-to-end: planning, interviews, synthesis, and analysis

#### Microsoft Advertising for SMB 2020 - 2023

Conversion Optimization UX Research End-to-end Design

- Auto Conversion Goals: Redesigned conversion tracking setup flow using auto-goal detection, achieving **2.4x active tag rate**, **2.7x conversion detection**, **3x attributed conversions**, and **~\$25M revenue impact**
- Smart Pages: Led end-to-end discovery through launch — 50+ user interviews, 4,000+ active pages

### PLAIN CONCEPTS

#### UI/UX Designer

Seattle, WA  
November 2018 - October 2019

- Visual and interaction design across Microsoft AI lab initiatives and client projects