

Connor Lee

Founding Designer

Product Strategy · Design

I help founders turn ideas into shipped products. Across music, gaming, fintech, and commerce, I've helped shape product direction, build brands, design systems, and ship working software - often as the first or only designer in the room.

Founder, Product Designer & Engineer – Casset (*Jan 2026 – Present*) - casset.fm

- * Founded, designed, and built a live music platform end to end as sole designer and engineer, leveraging agentic workflows.
- * Set product strategy, evolving the platform from a crypto-native concept into a broader creator product.
- * Built creator onboarding, authentication, paid-access gating, secure audio delivery, and Stripe Connect payouts.
- * Owned strategy, brand, product design, and implementation across the entire platform.

Product Designer & Engineer – Temple & Spark (*Mar 2026 – June 2026*) - templeandspark.com

- * Designed and built the digital presence for a maker of heirloom handmade analog studio desks.
- * Designed and engineered a chapter-based Three.js configurator with cinematic lighting, live pricing, and Medusa commerce integration.
- * Created the brand identity and packaging system spanning shipping materials, assembly kits, and a hardbound brand book.
- * Owned brand, product, commerce, and implementation end to end.

Founding Designer – ETRNL (*Sep 2025 – Apr 2026*) - etrnl.app

- * One of two core team members working directly with the founder on product strategy and direction.
- * Helped shape ETRNL's shift toward artist collectible cards as a more scalable go-to-market strategy.
- * Proposed product mechanics such as artist-signed cards to increase participation, scarcity, and collectibility.
- * Designed the physical card system, activation flows, collectible mechanics, brand book, and campaign direction.

First Product Designer – Shaga (*Feb 2024 – Oct 2024*) - shaga.xyz

- * First designer on the team, owning product UX/UI across web and mobile for a cloud gaming platform.
- * Conceived Glob, a participation system designed to drive community engagement, progression, and status.
- * Worked with engineering to identify a feasible implementation path and helped bring the system to life.
- * Partnered closely with founders on product direction, quests, progression systems, and core platform experiences.

Sole Product Designer – MarginFi (*Aug 2022 – May 2023*) - app.marginfi.com

- * Sole designer for a Solana lending protocol, designing the core borrowing, lending, portfolio, and risk-management experience before launch and through its early life.
- * Introduced risk-oriented product thinking that made liquidation and health-factor risk more understandable to users.
- * Conducted user research and collaborated closely with engineering on implementation.
- * Left prior to the points program and major growth phase; the product foundation established during this period remained in place as MarginFi later scaled to hundreds of millions in TVL, peaking above \$800M.

Sole Product Designer – SharkyFi (*Feb 2022 – April 2022*) - sharky.fi

- * Sole designer responsible for UX, UI: one of the first NFT-collateralized lending platforms on Solana.
- * Designed borrowing, lending, portfolio management, and loan servicing experiences for a rapidly scaling DeFi product.
- * Collaborated closely with founders and engineers to simplify NFT-backed lending workflows into intuitive user experiences.
- * Helped establish one of the fastest-growing NFT lending products on Solana during its launch period.

Founder – AP3 Creative Studio (*Jan 2018 – Present*) - ap3.gallery

- * Independent studio delivering product design, brand systems, and frontend development for startups.
- * Led engagements spanning product strategy, UX/UI, branding, creative direction, and implementation.
- * Clients include IGNITE Fireworks, MetaDAO, MTNDAO, Lancer, and Gamma.

Education

- “30 Weeks” by Google Design: Selected Fellow (25-person cohort)
- University of Michigan, Ann Arbor – Art & Design