

LEE LEE WEI

LEAD UX RESEARCHER

@ RYT BANK

ABOUT ME

Lead UX Researcher (with 9 years experience), finds what's broken and makes sure the right people do something about it. Built research functions from scratch twice, scaling efficient research ops and embedding insights into product decisions.

EXPERIENCE

RYT BANK (JUNE 2025 TO CURRENT)

LEAD UX RESEARCH

- **Build an always-on insights infrastructure** - Automated monthly NPS and other VOCs pipeline using n8n and Claude Code, minimal manual intervention and directly accessible to PMs for faster, evidence-based decisions.
- **Uncovered product innovations through unexplored segments** - Led research studies on unstudied users revealed unmet needs that directly shaped design direction and new product opportunities for the different banking vertical.
- **Grew research capability and stakeholder influence** - Mentored junior researchers to independently lead studies while embedding research practices across product pods, ensuring insights were actioned.

METLIFE ASIA (JUNE 2024 TO JUNE 2025)

CX & UX RESEARCH MANAGER

Beyond day-to-day research responsibilities:

- **Promoted UX Research thought leadership across 6 different countries** - empower local countries to include and enhance research workflow in the overall product development journey.
- Used different **frameworks for understanding and addressing user emotional needs** on country specific level - run ideation and customer journey mapping workshops with different countries to design future state journeys
- **Guided cross-functional teams** (UI/UX designers, copywriters) through complex decision-making, by framing the right problem statement to create relevant and delightful user experience

PAST EXPERIENCES

SETEL VENTURES

Lead UX Researcher

PRINCIPAL ASSET MANAGEMENT

CX Insights & Strategy Manager

KANTAR MALAYSIA

Qualitative, Senior Associate

MERCK, SHARP & DOHME

Project Specialist, Vaccines

CONTACT



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www.leeleewei.com

ACHIEVEMENT

- Customer service chatbot experience improvement reduced customer support tickets
- Early-stage research prevented sunk cost on deprioritised features
- Uncovered product and feature opportunities across unstudied segments (in different companies)
- Research-led feature and design enhancements reduced churn and drop-offs
- App onboarding and first-use redesign lifted early retention

SKILLS

- Qualitative-focused (myriads of frameworks and methodologies, from contextual inquiry, usability testing, etc.)
- Multilingual facilitation (English, Malay, Cantonese, Mandarin)
- AI-assisted research tooling and automation using Claude Code, including NPS pipelines, Python scripts, and dashboards built from scratch

EDUCATION

Bachelor of Science (2014)

Monash University Malaysia

Master in Counselling (Current)

Help University