

Che Wei Lee

STAFF PRODUCT DESIGNER · FRONTEND ENGINEER · DESIGN SYSTEMS

I'm Che Wei, but most people call me Jacky. I trained as an architect, then spent 12 years designing software in fintech, fitness hardware, geospatial data, and retail. I design in code and submit my own pull requests.

EXPERIENCE

Nav Technologies
Staff Product Designer
2025–Present

I design for Nav's Money team. Nav helps small business owners build credit and qualify for funding. I rebuilt Cash Flow around funding readiness and paired with engineering to ship it in production code. I designed the Credit Builder Card with Parafin, which hit 80% conversion in beta, along with the flows that report payments to the credit bureaus. I hand off working prototypes and open my own pull requests for engineers to review, including React and Tailwind components for Wayfinder, our design system.

Wahoo Fitness
Lead Product Designer
2018–2025

I led design for the Wahoo app and the ELEMNT workout recorders. I built the design system and the full automation pipeline behind it, with Style Dictionary for tokens and Storybook for components. I prototyped against real Bluetooth hardware and wrote front-end code that shipped.

Gone
Co-founder
2021–Present

I co-founded Gone with friends in New Zealand. You publish a trip as one story: your photos, your writing, and the GPX route on a map. I design and build it in Next.js, Strapi, and Mapbox. Outdoor athletes have published 150+ stories so far.

Koordinates
Product Designer & Frontend Developer
2016–2018

I built the design system and style guide for Koordinates, a geospatial data publishing platform. I worked on the web app redesign Koordinates used to win major government contracts, then designed and built the marketing site.

Vend by Lightspeed
Product Designer
2014–2016

I designed new features for Vend's cloud point-of-sale and tested my prototypes with customers. I worked with developers on each feature until it shipped.

AWARDS & RECOGNITION

Design Innovation Award (Equipment), Wahoo KICKR Ecosystem (2019)
Wahoo Fitness

NZ Hi-Tech Awards, Vend (2014)
Vend by Lightspeed

NZIA Graphisoft Student Design Awards: Highly Commended (2012)
University of Auckland

SKILLS

Product design: UX and UI, usability testing, 0 to 1

Design systems: Tokens, Style Dictionary, Storybook, component architecture in Figma and code

Code: TypeScript, React, Next.js, Tailwind, HTML/CSS, Framer Motion, Mapbox, Figma plugins

Tools: Figma, GitHub, VS Code, Claude Code, Factory Droid, and other coding agents

Domains: Fintech, fitness tech, geospatial

CONTACTS

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Location
New York, NY

EDUCATION

The University of Auckland (First Class Honours)
Master of Architecture (Professional)
2011–2012

The University of Auckland
Bachelor of Architectural Studies (BAS)
2008–2011