

Samuel J Lee

Neath, Wales, UK
(Actively open to relocate)

07427794457

samueljames.lee01@gmail.com

<https://www.linkedin.com/in/s-j-l>

www.samueljlee.com

A systems-minded, high-agency operator with 5+ years building clarity, alignment, and scalable operational systems in fast-moving, regulated environments. I specialise in taking ambiguous, unowned problems and turning them into structured, executable plans that enable teams to move faster with fewer bottlenecks.

Experienced in orchestrating cross-functional work across product, compliance, engineering, and operations; translating strategy into clear execution plans; and surfacing risks and patterns that help leadership make sharper, faster decisions. Comfortable acting as connective tissue across the organisation, taking ownership and leading on leveraging opportunities to expand capacity and improve operational efficiency.

Independent Projects & Startup Exploration

Jan '24 - Present

Building a portfolio of zero-to-one builds @ <https://www.samueljlee.com>. Also explored several avenues of founding a business with a focus on deploying newer technologies in novel cases, specific examples such as:

- A debt-free mortgage alternative using equity tokenisation and dynamic pricing to remove the front loaded burden of interest repayments
- A zero-knowledge proof based group loyalty network turning your proximity to a high brand status (e.g. a gold club member) customer into a verifiable social perk while retaining privacy
- A parametric insurance product powered by smart contracts centered on tackling income disruptions in the gig economy due to unexpected dry spells, weather or ability infringements e.g. injury, vehicle out of service

Customer Experience & Operations Lead, Incredible | Lending

Sep '22 - Jan '24

Built the operational backbone of a zero-to-one fintech, turning ambiguity into structure and enabling the company to scale with regulatory confidence:

Cross-functional Orchestration & Execution

- Designed and rolled out FCA-compliant operational systems from scratch, translating complex regulatory requirements into simple, repeatable workflows that enabled faster feature development and reduced execution risk
- Coordinated product, engineering, compliance, and CX to align priorities, remove bottlenecks, and maintain momentum across multiple concurrent projects in a fast-changing, ambiguity-heavy environment

Operational Intelligence & Problem Ownership

- Served as an early-warning system for leadership - surfacing risks, highlighting workflow gaps, and proposing solutions before issues escalated or impacted delivery timelines
- Took full ownership of ambiguous operational problems, building structured processes that improved speed, quality, and accountability and reduced downstream firefighting

Systems Building & Automation

- Built automated dashboards and reporting workflows (Looker, Airtable, GSheets) to increase transparency on KPIs and operational risks and give leadership real-time insight into emerging

operational constraints

- Introduced automation and simplified processes that reduced manual workload and improved cross-team execution consistency while freeing bandwidth for higher-leverage work

Knowledge Manager, Monzo | Banking

Feb '20 - Oct '21

Designed and owned Monzo's knowledge ecosystem across internal teams and customer-facing surfaces:

Customer-Facing Content & Help Centre Ownership

- Built and maintained customer-facing help centre articles and FAQs, ensuring clarity, accuracy, and alignment with product behaviour
- Proactively identified content gaps by reviewing customer contacts and support QA trends

Support Taxonomy, Tagging & Saved Responses

- Designed and managed customer support tagging systems to improve issue categorisation, trend analysis, and content prioritisation
- Created and maintained saved responses / canned replies used by frontline teams to deliver fast, consistent, human support

Structured Knowledge & Scalable Enablement

- Owned internal processes and documentation as a single source of truth for operational and support knowledge
- Structured documentation to support automation and future AI-assisted knowledge retrieval
- Partnered with product, engineering, risk, and compliance to translate product changes into support-ready content

Tools & Technical

- Airtable
- Airtable
- Looker
- Mixpanel
- Notion
- Zapier
- GSuite
- Jira
- n8n
- Claude Code
- Codex
- Cursor
- Supabase
- [Next.js](#)
- Vercel
- Neon