

Hello!

I'm **Edward Lee**, a Lead User Experience Designer and Art Director.

WORK EXPERIENCE

Principle Designer

Harman, Mountain View, CA
July 2013–Present

Litehouse is a UX/UI innovation design studio, a division of Harman. We create rich user-centered experiences through mobile apps, software and services.

- Responsible for leading teams of UX and UI professionals through the full design life cycle: discovery, UX wireframing, prototyping, UI Visual development, asset production, QA and delivery.
- Line manager for 5 designers responsible for evaluating work, reviewing performance and pushing designers to achieve their full creative potential.
- Project manage, budget and design for multiple concurrent projects with designers across global time zones.
- Manage client relationships through all phases of a project. Ensure smooth communication between stakeholders, designers, developers and senior management.
- Interface with clients at the pre-sales level to demonstrate the value of Litehouse through discovery workshops, pre-sales prototypes and powerpoint presentations.

Art Director

Replicon, San Mateo, CA | Jan. 2011–July 2013

Replicon offers the leading hassle-free web timesheet software to track employee time, project time and expenses, streamlining attendance, payroll and billing.

- Executed complete rebrand of company including identity, website, email marketing, print collateral, PowerPoint presentations, and infographics
- Managed all creative assets (contract graphic designers, design agencies, brand consultants and photographers)
- Created and maintained all marketing and sales creative assets (powerpoint, emails, landing pages, social media, banner ads, print collateral)
- Optimized SEM and email marketing campaigns for maximum conversion

Design Director

Blue Fountain Media, New York, NY | May 2009–Jan. 2011

Blue Fountain Media is a results-driven website design, development and online marketing firm.

- Managed team of 5 designers, creating client and company website designs, UX/UI wireframes, brand identities, online marketing and print collateral
- Created UX wireframes showing structure, features and functionality for websites, applications and products.
- Assisted sales team to determine design project timeframes and proposal estimates
- Guided clients through all design phases of projects
- Analyzed company design process; created, documented and implemented improved design workflows

Flash & Web Designer

Arami Design, San Carlos, CA | Oct. 2006–May 2009

Arami Design is a full-service branding agency that has excelled in creating successful identities, websites, interactive media, advertising and print collateral.

- Conceived and designed appealing visual brands consistent across various media including identities, websites, flash, and marketing collateral
- Developed over 50 XHTML/CSS/Javascript standards-based cross browser/platform websites

Designer

MediaZone, Redwood City, CA, 2006

Web Design Intern

Kollar Design, San Francisco, CA, 2005

Front-End Developer

Bookspan, Inc, Garden City, NY, 2000–2002

Front-End Coder

Foodservice.com, New York, NY, 1999–2000

SUMMARY

For over 15 years, I have designed, built and led digital products aimed at creating the best experience for users. Drawing on a blend of creativity (as an art director), technical ability (as a front-end developer) and strong analytical acumen (chemistry major), I excel at leading products from inception through completion.

I thrive on tackling complex problems and challenges by drawing on a user-centered design approach to create digital experiences that people love. Over the last 6 years, I've led small teams of designers and have a passion for mentoring designers to be their best.

I am currently focused on the enterprise, consumer and automotive industries and creating products for wearables, mobile, in-car and software applications. I've led projects and workshops for clients such as Facebook, Blackberry, Verizon, The Weather Channel, Samsung and Harman.

EDUCATION

Academy of Art University, San Francisco, CA

- Bachelor of Fine Arts in Computer Arts New Media, 2006
- 3.6 GPA, Featured in the Academy of Art University 2004, 2005 and 2006 Spring Shows

Tufts University | Medford, MA

- Bachelor of Science in Chemistry, Minor in Music, 1998
- Graduated cum laude with a 3.6 GPA

CONTACT

Phone 415.531.1912
Email edleedesign@gmail.com
Portfolio www.edleedesign.com
Location Foster City, CA