

Wook Lee

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Education **B.A. Media Studies** **University of California, Berkeley** 2010-2014
- Relevant coursework: semiotics, aesthetic theory, tangible user interface design

Experience **Lead Product Designer** **Appaday Labs** Palo Alto, CA 2017-Present
- Conceptualized, designed and brought to market multiple popular Android apps (100,000+ downloads).

Interaction Designer **Native** San Francisco, CA 2015-2017
- Defined direction for state-of-the-art industrial 3D printer and ecosystem - interface and print project management tool.
Responsibilities: define user personas, user flows, info architecture, prototyping, user testing.
- Designed products for: Singapore Airlines, Thales, Lincoln, HP.

Interaction Design Intern **Method** San Francisco, CA 2014-2015
- Created Salesforce LIVE, a multi-channel broadcasting platform for Dreamforce 2014- accessed by 8+ million daily active users globally.
Responsibilities: wireframing, interaction modeling, rapid prototyping.
- Designed products for: Salesforce, Youtube, Vestcom.

UX Design Intern **Propelland** San Francisco, CA 2013-2014
- Helped design an award-winning innovation & communication tool for Kaiser Permanente to help employees contribute in solving problems within the organization, through design thinking.
- Designed products for: Kaiser Permanente, BBVA, Coca Cola.

Web Designer **The Daily Californian** Berkeley, CA 2013
- In charge of all web design for the marketing department. Re-designed multiple outdated branches of the site.
- Designed multiple front-page print infographics

Founder and Designer **Byte Clothing** Palo Alto, CA 2010-2013
- Invented, manufactured and distributed hundreds of hoodies globally.

Skills
- Design: Adobe Illustrator, Adobe Photoshop, Sketch, Cinema 4D, Adobe After Effects
- Prototyping: InVision, Keynote, FramerJS
- Web: HTML, CSS, Javascript