

Wook Lee

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Education **University of California, Berkeley- B.A. Media Studies** *Class of 2014*

- Relevant coursework: visual communications, aesthetic theory, tangible user interface design

Experience **Interaction Design Intern Method** *San Francisco, CA 2014-2015*

- Helped design and create Salesforce LIVE, a multi-channel broadcasting web app for the 2014 Dreamforce conference. I was responsible for inventing multiple innovative features of the site- wireframing, interaction modeling, rapid prototyping, ensuring compatibility with mobile platforms- all while working closely with a visual designer and a team of developers.
- Key activities: mapping comprehensive information architecture diagrams, wireframing, prototyping, as well as ensuring visual designs reinforced interaction models.

UX Design Intern Propelland *San Francisco, CA 2013-2014*

- Designed wireframes, mapped user flows, built prototypes and final visual interfaces for iPhone/iPad apps for clients such as BBVA, Kaiser Permanente, and Coca Cola.
- Developed comprehensive brand strategy and designed logos for a rebranding of Instantcab, now known as Summon.

Web Designer The Daily Californian *Berkeley, CA 2013*

- In charge of all web design for the marketing department. Created user flows, modeled different interactions and designed visual interface for multiple outdated websites
- Designed multiple front-page infographics to help readers easily visualize quantitative statistics

Founder and Designer Byte Clothing *Palo Alto, CA 2010-2013*

- Invented, produced and distributed hundreds of customized hoodies all across the globe
- Carried out all aspects of design and branding- developed the logo, designing the website, packaging, and print products with unified theme

Skills

- Proficient with: Adobe Illustrator, Photoshop, Cinema 4D, Microsoft Office
- Working knowledge of HTML/CSS, and Javascript