

# Wook Lee

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

- Relevant coursework: Tangible User Interface Design, Visual Communications, Aesthetics, Semiotics, History of Information

## Experience **User Interface Designer** **Orro** San Mateo, CA 2018-Present

- Currently designing the interface for an intelligent light switch within a home lighting system.

Responsibilities: Prototyping, User Testing, Interaction Design, Product Launch, Visual Branding

## **Lead Product Designer** **Appaday Labs** Palo Alto, CA 2014-2015

- Conceptualized, designed, and brought popular Android apps to market (100,000+ downloads).

## **Interaction Designer** **Native** San Francisco, CA 2014-2015

- Defined direction for state of the art industrial 3D printer and ecosystem. Interface for both the physical 3D printer as well as a robust print project management tool.

Responsibilities: User personas, User flows, Info Architecture, Prototyping, User Testing

- Designed experiences for: Singapore Airlines, Thales, Lincoln, HP

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

- Helped create Salesforce LIVE, a multi-channel broadcasting platform for Dreamforce 2014, accessed by 8+ million daily active users globally.

Responsibilities: Wireframing, Interaction Modeling, Rapid Prototyping, Mobile/Web Design

- Designed experiences for: Salesforce, Youtube, Vestcom

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

- Designed an award-winning innovation & communication tool for Kaiser Permanente to help guide employees through the design-thinking process.

- Designed experiences for: Kaiser Permanente, BBVA, Coca Cola.

## **Web Designer** **The Daily Californian** Berkeley, CA 2013

- In charge of all web design for the marketing department. Redesigned multiple outdated branches of the site. Designed multiple front-page infographics.

## Skills

**Design:** Adobe Illustrator, Sketch, Adobe Photoshop, Cinema 4D

**Prototyping:** Proto.io, InVision, Keynote

**Web:** HTML, CSS, and Javascript