See-ming Lee 李思明 SML
seeminglee@smluniverse.com

EXPERIENCE

SML Universe Limited, Hong Kong
2011 - present **Executive Director**
+ Design user experience solutions for small companies and startups.
+ Tasks include creative concepts, wireframes, pitch decks, website and mobile application designs.

Artsy, New York, NY http://artsy.net
2009 - 2010 **Chief Creative Officer**
+ As creative principal of the founding team, worked closely with the founder / CEO and the core team to develop user experience, brand strategy and marketing messaging from the ground up.
+ Created wireframes, userflow videos, interactive prototypes and visual designs for the web and mobile platforms of this startup, which focuses on helping people discover fine art through the proprietary Art Genome algorithm.

Massify, New York, NY http://massify.com
2008 - 2008 **Design Director**
+ Interviewed industry experts and brainstormed ideas to help shape the growth of this social network targeted for independent filmmakers.
+ Revamped overall UI design with a better focus in showcasing user content and in-house competitions.

IconNicholson / LBi International, New York, NY http://iconnicholson.com
2002 - 2008 **Art Director + Senior Interface Engineer**
2000 - 2002 **Senior Designer + Senior Interface Engineer**
1999 - 2000 **Designer**
+ Became the first cross-competency employee worldwide to work in both design and technology disciplines.
+ Conceptualized, designed and developed web sites and interactive advertising campaigns for Global Fortune-500 clients in diversed industries: financial, non-profit, pharmaceutical, retail, management consulting.
+ Worked collaboratively in multiple-disciplinary teams and involved in all stages of project development. Tasks included idea generation, storyboard development, user interface design, interaction design, visual design, UI system development, and interactive prototyping.
+ Clients included: AOL, Bank of America, Bristol-Myers Squibb, Chubb Insurance, David's Bridal, EMI Music Publishing, Forest Laboratories, Fujifilm, IBM, IconMedialab, MasterCard Advisors, MasterCard International, McKinsey & Company, Morgan Stanley, Nanette Lepore, Project Rebirth, Prada, Regus Group, Songwriters Hall of Fame, Wall Street Rarities, WebMD, Ziff Davis Media.

Agency.com, New York, NY http://agency.com
1997 Summer **Freelance Designer / Summer Intern**
+ Designed and developed Flash applications and web sites for British Airways, GTE and Lucent Technologies.
+ Initiated and lead the design / development of the company's second-generation intranet.

EDUCATION

Yale University, New Haven, CT http://yale.edu
1995 - 1999 Bachelor of Arts in Art, concentration in graphic design
+ Photography Editor, The Yale Herald (weekly newspaper)
+ Creative Lead / Designer, Discourses (Asian American journal of art and criticism)
+ Information Designer, Rumpus (semiannual newspaper)
+ Photography Archiver, Yale University Art and Architecture Library

AWARDS + RECOGNITION

2010 **Artsy** (roles: creative direction, interaction design, visual design)
+ TechCrunch Disrupt: Yahoo Rookie Disruptor Award
+ JWT Intelligence: 100 Things to Watch in 2011
+ Press features in Forbes, Wall Street Journal, New York Magazine, TechCrunch and Yahoo!

2009 **Global color usage diagram** (infographics)
+ Web Design Depot: 25+ Useful Infographics for Web Designers

2008 **Meta Search Alerts** (Yahoo! Pipe)
+ ReadWriteWeb: The Ultimate Yahoo! Pipes Creations List

McKinsey & Company recruiting site (roles: interaction design, Flash development)
+ Gold Omni Intermedia Awards

2007 **Social Retailing** (roles: concept, interaction design)
+ Time Magazine's Invention of the Year
+ Patent-Pending
+ Good Morning America's segment Hot Tech for Hot Styles
+ Press features in BBC, CBC, C|Net, CNN, International Herald Tribune, New York Times, Red Herring, Reuters, USA Today, Washington Post and Yahoo!

BMS Light to Unite 2006 (roles: creative direction, visual design, interaction design)
+ WWW Health Award Silver
+ Step Magazine Best of Web
+ WMA Web Awards Outstanding Website

2006 **BMS Reyataz SoundJam** (roles: visual design, interaction design, Flash development)
+ WMA Web Awards Outstanding Website

BMS Light to Unite 2005 (role: visual design)
+ WMA Web Awards Outstanding Website

2005 **Project Rebirth** (roles: interaction design, Flash development)
+ One Show Interactive Merit Award
+ Omni Intermedia Awards, Bronze Winner
+ Graphis Interactive Annual
+ WMA Web Awards Best Non-Profit Website
+ Communication Arts' Design Interact Site of the Week

Duplexlab.com (role: interaction design, Flash development)
+ Graphis Interactive Annual

Regus Group (role: visual design)
+ WMA Web Awards Standard of Excellence

continued on page 3

AWARDS + RECOGNITION

2004 **EMI Music Publishing** (role: visual design)
+ One Show Interactive Corporate Image B2B Website Merit Award

MasterCard Weekends Matter (role: Flash development)
+ WMA Web Awards Best Financial Services Rich Media Online Campaign
+ New York Festivals Finalist
+ Media Magazine Creative Media Awards

2003 **IconNicholson Holiday Card 2002** (roles: concept, interaction design, Flash development)
+ One Show Interactive Merit Award

2002 **Prada Epicenter Store** (roles: staff device development, web site prototyping)
+ Press features in Forbes, Business Week, Vanity Fair, The Associated Press, ExecutiveTechnology, CRN, Stores, iMarketing News, VAR Business and Entertainment Design press coverage

PROFESIONAL AFFILIATION

AIGA (American Institute of Graphic Arts), **IxDA** (Interaction Design Association).

ADDITIONAL INFORMATION

Design software: Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere Pro, Flash.
Music software: Ableton Live.
Languages: English (fluent). Chinese (Cantonese: native, Mandarin: basic).
Programming - front-end: ActionScript, CSS, HTML, JavaScript.
Programming - back-end: Bash scripts, Python.
Computer Environment: Macintosh, Windows, Linux.
Interests: Photography, information design, typography, search engines, algorithms, research, visualization.