Douglas Lee

Resume 2009
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Overview

Seeking leadership role in a dynamic workplace as a key contributor on impact products. I am highly capable, extremely motivated, and absolutely committed to success.

Starting my career arc as an artist, animator, and producer in video games, I moved on to internet and web application development, and continued from there to entrepreneurship. Recently I've been back on the job in enterprise web application design and a social photo sharing startup.

I'm excited about opportunities in enterprise, mid-market, and consumer webapps; my experience and capabilities will bring a decided market advantage to your table.

Skills

Experience Design
Concept, interaction, and visual design for enterprise, consumer, and custom web applications

Product Management
Inbound product vision, roadmap, and feature design

Product Development
Assemble teams, create game plan, and instrument product development from soup to nuts

Work History

Current
Piclinq Corporation
Director of Product
Worked directly with management and the board in a startup environment to define and produce a social photo aggregation and sharing play.

Created product vision, prototypes, roadmap, and specs; executed and released a private preview, leveraging offshore development resource.

2007 - 2008 : Design
Success Factors, Inc.
Lead UI Designer/Innovations
Key contributor and subject matter expert on critical modules and technologies deployed to over 3,000,000 users.

Led innovation projects and next generation "concept car" prototypes for executive management buy-in on analytics. Budget was approved!

Created and led the Datamart initiative, an internal CRM product used to the effect of 20% lift in mid-market sales. Currently adopted as the primary customer management tool in sales!

2003 - 2007 : Entrepreneurial
Big Red Switch
Founder, CEO
Boutique web consulting and software. Ran operations, development, and sales.

Client Highlights:
Offermatica - marketing automation, A/B testing, multivariate testing, and campaign management for Fortune 500 companies reaching millions of daily consumer impressions. Sold to Overture!

Digital Impact - product management and experience design for next-generation email marketing application. Sold to Axciom!

Handycal - a scheduling, workforce management, and CRM application used to manage 15+ technicians and 3 dispatchers in a 2MM+ year operation

Vegas - designed and developed a Java-based CMS application used to deploy and implement hosted web solutions for clients. Two pilot customers are still running a legacy instance to this date!

Toolswitch - we started an online store to test ecommerce modules. However, it grew into its own LOB, averaging $100K yearly sales on 20% gross margins with zero inventory.

Marketo - interaction design and prototypes for a multi channel marketing automation suite

Ultriva - interaction design, prototyping, and implementation for a hosted manufacturing and supply-chain management product.

1999 - 2003 : Web
Bluedot Software
Principal UI Designer
Designed CRM suite serving enterprise event registration and management.

ND143
User Experience Lead
Ownership of all experiential components at high end boutique web agency

Merced Systems
Principal UI Designer
As the first employee, I designed and implemented the entire application frontend for a workforce management suite aimed at call centers.

Withstanding daily use from millions of customers over its lifecycle, the design and implementation are still in use, and remained largely untouched until 2006!

1995 - 1999 : Videogame
Broderbund, Accolade, Eidos
3d artist, 3d animator
Produce models, textures, animations, and designs while working at a variety of prominent video game companies

The 3DO Company
Art Lead
Managed team of 5 artists and guided internal tool development. "Rookie of the Year" award in first managerial role as company grew from 60 to over 300 employees.

Director
Assumed director role for Army Men PC. Managed team of 8 artists, engineers, and designers. "Star Performer" award!

1995 : Education
Long Beach State University
B.S. Industrial Design
Dean's Honor Roll

UC Santa Cruz
General Education