Jee Yoon Lee
eeeeoo.com
jlee66@wellesley.edu
617 893 5440

Wellesley College
B.A. Media Arts & Sciences
May 2019
3.7 GPA

Massachusetts Institute of Technology
Cross Registration, Design

Flatiron School
Full Stack Web Development
2018

Activities
Wellesley Women in Business
Student Admission Rep
New Media Scholarship

Design
Sketch
Photoshop
InDesign
Illustrator
Figma

Development
HTML5/CSS3
JavaScript
React.js/Redux.js
Ruby/Rails
SQL
Arduino

Media
Processing/p5.js
Final Cut Pro
Premiere Pro
Lightroom

Weissman Foundry
Fellow & Team Lead | Jan 2019 - June 2019
Selected among 68 teams from Babson, Olin, Wellesley and recieved $1.5k.
Built a wearable that tracks body temperature and pulse and plays music depending on the bodily state.
Developed using Arduino electronics, Spotify API, and fabrication materials.

MIT Media Lab, Personal Robots
Developer & Design Researcher | Sep 2018 - May 2019
Worked under Dr.Cynthia Breazeal to develop interactive survey for Android & iOS tablets to collect quantitative and qualitative data on robots using React Native and Ruby.
Performed users studies to evaluate participant's interactions with social robots.
Investigated how people desire voice-controlled agents to be designed.

WHACK (Wellesley Hackathon)
Head of Design | May 2017 - Dec 2017
Collaborated with Co-Directors on overall art direction including theme development, visual identity, branding, and social media content.
Created high-fidelity prototypes and collaborated with Web Developers to improve the user experience for the website.

Hewlett Packard Enterprise
Digital Marketing Intern | Jul 2017 - Aug 2017
Coordinated marketing campaigns by collaborating with in-house creative agency.
Conducted CTA marketing for the Korean version of the HPE website.
Translated product content and suggested conversion strategies to improve user experience.

Wellesley College Alumnae Association
Marketing & Design Assistant | Jun 2016 - May 2019
Created graphics using InDesign and Photoshop for digital advertising.
Compiled key insights from surveys for strategic planning.
Managed social media and content strategy with over 1000 user engagement on Twitter, Facebook, Instagram.

Wellesley News
Digital Editor & Contributing Writer | Sep 2015 - Mar 2018
Oversaw digital strategy using WordPress to improve site functionality and accessibility for readers.
Increased readership by 300% by creating weekly digests with MailChimp.
Launched social media pages and recruited online columnists.