Jee Yoon Lee   jee-yoon.lee20@imperial.ac.uk   eeeeoo.com
+44 7949 239044

Education

**Royal College of Art,
Imperial College London**
MA/MSc Innovation Design
Engineering
2020-2022

Wellesley College
BA Media Arts & Sciences
2015-2019
New Media Scholarship 2018
3.7/4 GPA, Cum Laude

Massachusetts Institute of Technology
Cross Registration, MAS

Experience

Bitek Technology
Product Design Consultant | Jun 2020 - Aug 2021
Helped shape product strategy in collaboration with cross-functional partners.
Worked with engineering and product managers on a new RIP software.
Delivered high fidelity UI/UX designs and demoed progress to stakeholders.

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 from
Spotify depending on the bodily state.

MIT Media Lab, Personal Robots
Developer & Design Researcher | Sep 2018 - May 2019
Developed interactive survey for Android & iOS tablets to collect quantitative
and qualitative data on robots using React Native and Ruby.
Performed user studies with elders to evaluate participant's interactions and
design needs with social robots.

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.

The 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.

Hewlett Packard Enterprise Korea
Digital Marketing Intern | Jun 2017 - Jul 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.

Skills

Design & Communication
Sketch/Figma
Photoshop
Indesign
Premiere Pro/Final Cut Pro

Development
HTML5/CSS
JavaScript/React.js
Arduino/Processing
Ruby/Rails/SQL