Jee Yoon Lee

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An adaptable, creative technologist who applies design thinking reflective of technological and cultural transformations to real-world solutions. Collaborates with experts across disciplines to build feasible and informed ideas into prototypes. Research focuses on distributed ledger technology and sustainable consumer packaged goods.

## Experience

### KlimateNet
Part Time Product Manager | Oct 2022 to Present

Synthesize product strategy and roadmap, based on input from engineers, users, partners, and competitive analysis. Develop scoping documentation, coordinate bug and UI/UX improvements. Identify ways to improve the app and onboarding experience to ease the adoption of web3 features. Familiar with Stellar blockchain and product management tools (e.g., JIRA, Notion, Figma, Firebase).

### 80minus
Co-Founder | Sep 2021 to Jun 2022

Developed a user-friendly, cost-effective, and efficient mercury detection device to trace mercury data in seafood. Collaborated with local fishmongers, global seafood companies, blockchain company, and other prominent government agencies to turn concepts into reality. Selected as one of the top 25 teams out of 185 teams in the prestigious Imperial College Enterprise Lab program.

### VizionHair
Creative Strategist | Sep 2021 to Jan 2022

Supporting John Vial to develop and launch a new premium hair-care beauty product line that will include digital tokens linking its ingredients to their natural sources. Consumers could track the conservation effort from their purchases. The products will be retailed at boutique retailers such as Harrods and online stores next year.

### Bitek Technology
Product Design Consultant | Jun 2020 to Aug 2021

Helped shape product strategy in collaboration with cross-functional partners, including suppliers, engineering and product managers in the digital label printing industry. Worked with engineering and product managers on a new Raster Image Processor or workflow software, delivering high-fidelity UI/UX designs and demoing progress to stakeholders.

### MIT Media Lab, Personal Robots
Undergraduate Design Researcher | Sep 2018 to May 2019

Developed an interactive survey app for Android and iOS tablets to gather quantitative and qualitative data on robots, utilizing React Native and Ruby on Rails. Conducted user studies with eldercare clients, evaluating their interactions and design requirements with social robots like Jibo.

### Hewlett Packard Enterprise Korea
Digital Marketing Intern | Jun 2017 to Jul 2017

Collaborated with an in-house creative agency to coordinate successful marketing campaigns. Created and optimized landing pages for the Korean version of HPE's website, driving traffic to newly launched products. Translated product content and recommended conversion strategies to enhance user experience.

| Education | Imperial College London, Royal College of Art | Wellesley College |
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**Education**

**Imperial College London, Royal College of Art**
LND, UK | 2020 – 2022
MSc/MA Innovation Design Engineering (Merit)

Sustainable Systems, Innovation Strategy, Design Thinking, Creative Collaboration, Physical Computing, Human Centered Design, Industrial Design, Experimental Design

**Wellesley College**
MA, USA | 2015 – 2019
BA Media Arts & Sciences (Cum Laude)
3.7/4.0 GPA

**Massachusetts Institute of Technology**
Cross Registration, Design

Human Computer Interaction, Data Structures, Front-end Web Dev, Tangible User Interfaces, Art History, Creative Computing, Advanced Screen Printing, Video Production

**Achievements**

Imperial Enterprise Lab Venture Capitalist Challenge Semi-Finalists 2022

Blockchain Council Certified Blockchain Expert 2022

OPPO x Royal College of Art  Winner 2021

19th London Design Festival 2021

Babson x Olin x Wellesley College The Weissman Foundry Fellowship 2019

Flatiron School Women Take Tech Scholarship 2018

Wellesley College New Media Scholarship 2018

Anderson Ranch Arts Center Scholarship 2018

HSK(Hanyu Shuiping Kaoshi) Chinese Profiency Test Level 4

**Skills**

**Stakeholder Engagement**

Collaborating with internal project partners and external stakeholders (e.g., academia, industry experts, and others) to develop products and answer business needs using data. Designing and planning sessions to help others achieve the most when working with technical concepts. Excellent public speaking skills and ability to present to top-level executives.

**Research & Analysis**

Conduct research on key business and policy issues related to the intersection of supply chains, circular economy, consumer culture in FMCGs, and climate. Break down the challenges and opportunities that complex concepts present in different scales by drawing on disciplinary and interdisciplinary research.

**Development**

Experience in front and back-end development (e.g., HTML, CSS, JavaScript, Git, React JS, Python, Ruby, SQL) and delivering presentations to technical audiences. Enjoy creative coding in processing.js and Arduino. Pick up new platforms/technologies.

**UX/UI Design**

Worked with design systems at scale, across the web and mobile platforms, including Sketch, Adobe Creative Suite, and Figma. Produced exquisite visual designs driven by strategic UI thinking through iterative design process. Established high-fidelity prototypes that were informed by user research and validated with stakeholders and users.

**Crypto & Blockchain**

Learning  the unique dynamics of the cryptocurrency market to gain an edge. Involved in DAOs and virtual communities (i.e., Crypto, Culture & Society, Protein). In-depth knowledge of blockchain for supply chains (e.g., DIDs, digital twin). Staying up to date with layer 1/2 landscape by following industry podcasts, news, and thought leaders. Actively collecting art and music NFTs.