



# Richard Lee

*Project Manager &  
Creative Director*

My name is Richard Lee and I'm a t-shaped designer with 13 years of experience. Former lead creative director at Infinite Impression also a co-founder of mobile product startup Pocuno based in Singapore.

I'm a detail junkie! Focused on product, IxD, visual, user experience and interface design of application and website, animation design, illustration, photography and front-end development.

262 Balestier Road  
#15-08 Singapore 320714  
SG +65 8666 1126 / TW +886 976365603  
[unziznu@gmail.com](mailto:unziznu@gmail.com)

Website: [www.unziznu.com/vcard/](http://www.unziznu.com/vcard/)

LinkedIn.com/imoo\_imoo

Wechat : -imoo-

Skype : mixmixmouse

## Experience (2014 – Present)

CDO eSports Finance, Singapore

*2021 - Present*

Management of creative team to work in harmony with the other agency departments.

CDO Pocuno Inc., Singapore

*2015 - Present*

The second startup experience in my working life. Led design team for 1 year. In company from early days before product idea was born.

Creative Director Infinite Impression Inc., Beijing, China

*Feb 2014 - Dec 2014*

I'm working very closely with Infinite Impression as a part of both the product and the marketing team. I led a design team in order to perform a rebranding of the company along with an updated website design while communicating with software engineer to ensure efficiency and consistency.

## Experience (2005 – 2013)

Senior UI/UX Designer innofidei Inc., Nanjing, China

*Jul 2013 - Oct 2013*

As the senior UI/UX Designer, I was responsible for the user interface and interaction design of the company product across all mediums.

Art Director Diamond Star Inc., Beijing, China

*Mar 2011 - Jul 2013*

Created user experience for two mobile games: Shanghai 1930 and Owl my baby (iOS and Android). Collaborated closely with software engineer on ideation, research, and game design.

Principal UI/UX Designer MobileAppsExpress., Taipei, Taiwan

*Jul 2010 - Mar 2011*

The first startup experience in my working life, I have worked with MAE since the initial product launch, and consulting on user experience and interaction design. Having successfully integrated with the team, I served as the primary product designer, helping the product mature.

## Skills

User Interface & Experience Design

Branding & Brand Identity

Product Design

Prototyping

Animation & Interaction Design

Creative Strategy

Brand and Marketing Development

Team Leadership