Minha Lee

20-2 Gloriantstraat – 1055CW Amsterdam – the Netherlands

☎ +31 62 889 0534 • 𝄞 Skype - minha.lee • ✉ m.lee@tue.nl

Born in Seoul, Korea on July 20th, 1988. Female

Education

Technical University of Eindhoven   **Eindhoven**

Ph.D. candidate, Human-Technology Interaction   *May 2016–Current*

Project: Work-related stress and subsequent health-effects in their natural context using ecological momentary assessment. Affiliated with 4TU center for Humans and Technology.

University of Amsterdam   **Amsterdam**

M.Sc. in Information Science: Human Centered Multimedia, 7.9/10.0   *Aug. 2012–Aug. 2013*

Main subjects: Intelligent interactive systems, knowledge engineering, internet information, mobile systems

Pratt Institute   **Brooklyn**

B.F.A. in Digital Arts with a minor in Art History, 3.724/4.0 Honors   *Aug. 2008–June 2011*

Main subjects: Visual narrative, digital animation, programming for animators, 3D printing

University of Minnesota, Twin cities   **Minneapolis**

B.A. in Philosophy, 3.715/4.0   *Aug. 2007–Aug. 2008*

Main subjects: Ancient Greek philosophy, analytic philosophy, aesthetics

Credits transferred from Post-Secondary Education Option (PSEO) at Normandale Community College in conjunction with high school education from 2006 to 2007.

Master thesis

Title: *Decision Making in the Era of Big Data*

Supervisors: Frank Nack and Peter Beijer

Abstract: As data sources that a decision maker(DM) is faced with increases exponentially, what becomes more significant is the relationship between information sources and the transformation of information as it evolves throughout various organizational phases. The value of information is based on data interactions of all interdependent organizations and their DMs for an evolving, empowering, and empathetic data environment as context. C-level DMs who deal with big data are interviewed to conceptualize a user-centered information infrastructure to accommodate data driven decision making.

Leadership and Awards

- President of DIGIT, a digital arts club at Pratt Institute. 2010-2011
- Excellence in Academic Achievement Award. 2011
- Barrett Endowed Scholar, teaching assistantship. 2010-2011
- Pratt Institute Merit Scholarship. 2008-2011

Work Experience

Teach 'n Go - EdTech startup   **Remote**

Freelance Growth Hacker,   *Nov. 2015 –Feb. 2016*

- Search and social media advertising
- Email marketing
- A/B testing for optimization
- Market and competitor research
- Data analysis and reporting
- Blogger outreach

Zazzy - 3D printed Jewelry startup   **Amsterdam**

Growth Analyst,   *Nov. 2014–Sept. 2015*

- Establishing collaborations with artists and designers for releasing 3D printed wearables
- Organizing events for user testing of new functionalities
- Market and competitor research

- Data analysis and reporting
- Identify and target social influencers on Youtube and other vlogging/blogging platforms
- Design and execute B2B partner marketing campaigns

Samsung and Cheil Benelux   **Delft and Amsterdam**
Data Strategist,   *Dec. 2013–Oct. 2014*

- Defined and measured KPIs for digital brand presence
- Optimized Ecommerce for higher customer conversion
- Managed and implemented Qlikview (BI analytics tool)
- Communicated data driven business strategies to internal and external parties
- Aligned agency and client perspectives on digital strategy weekly and monthly

Museumtickets.nl   **Amsterdam**
Marketing Consultant - contract hire,   *Aug. 2013–Nov. 2013*

- Integrated social media for cohesive online branding
- Redesigned e-tickets, vouchers, and online banner ads
- Prepared presentation materials for B2B partners and potential clients
- Coordinated events at partner locations such as the Stedelijk museum
- Planned B2B networking opportunities for fashion and museum professionals

Hewlett-Packard   **Amstelveen**
Personal Big Data Intern,   *Mar. 2013–August 2013*

- Researched ways to contextualize big data for end users
- Reviewed theories to test on decision making and information interaction
- Conducted semi-structured interviews within HP and with C-level clients
- Delivered end-results as recommendations for portfolio enhancement

Languages

English: Native

Korean: Native

Dutch: Beginner

Organizational skills

- Strength in cross-cultural communication and culturally sensitive interactions
- Focus on group-building results and simplifying complex organizational tasks
- Finding global perspectives for local problem solving scenarios
- A knack for high-impact, empathetic communication

Digital skills

Programs: Microsoft Office, Adobe Marketing Cloud, Google Analytics, Optimizely, Autodesk Maya, Adobe Creative Suite, Latex, Prezi