

Yoonsun Lee

Experience

yoonsunlee150@gmail.com

917 587 9628

portfolio

<https://www.ysl150.com/>

github

<https://github.com/persephonepunch>

design resources blog

<https://techblog-eta.vercel.app/>

YSL150

BRAND AND INNOVATION DIGITAL CONSULTING

Principal

2012 to Present

Projects Include:

ABC Home

3PL PIM Build

Next JS to Shopify Native Setup and Integration

30,000 SKU / Feedonomics Conversion to Warehouse/Inventory Toolchain EDI/Headless Data Management

Chalkdust Consulting

2012-to Present

Vanishing Hanger-Angular 1 to updated API Development Strategy

Entitlement Dashboard Development - API Data ERP System Development

PIM and GraphQL integration to Salesforce ERP Management Services

Globalization / Localization for Digital Asset Management Strategy Estée Lauder Companies - Print and Digital

HBO GO and Functional Requirements Workshops

Revlon

2018

Process Management Analysis and Systems Innovation

Conversion of Wordpress/Symphony Commerce to Shopify Plus

Scaling and Automation Recommendations

Git/AGILE Asset Management with real time moderation tooling setup

Headless Ecommerce tooling for IOT/Point of Sale Demonstrations,
reusable code components

Geo Entitlement and Segmentation Reporting and Data Modeling

GraphQL with Design Templates (VUE/Shopify SDK) Architectures

API integration tools for Email/Social Marketing Campaigns

Salesforce Marketing Cloud to Salesforce Commerce Cloud (Unique User Key Tagging)

Site Genesis to SFRA headless workflow

Responsive Template and Asset Management Toolkit Development

Design Process Audit / Stakeholder Workflow Research

Con Ed

2017

Smart Cities Documentation / IA Reserach

Existing Conditions Audit / Research

Azure / Docker / Wordpress Architecture Recommendations

Power BI/Analytics geo segmentation reporting

ARC GIS Interactive Mapping

IA API endpoints management for IOT /Unique IP/ Location Tracked TLS file exchange

STAFF

VIRTUSA MANAGEMENT CONSULTING

2016-2017

Projects include

Standards & Poor

Front End Design Templates for Pega Integration with Angular based UI

NY Life

Responsive Design System for On Boarding Mobile Application

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STAFF

HBO

2006-2012

Early Stage Product Development Design HBO/GO Cinemax/GO

User Testing Affiliate Market Partners: Comcast, Verizon, Apple, Google, Direct TV

User Experience Interviews, Iterative User Based Prototyping, Geo Segmentation (Wisconsin, PA, Baltimore)

Design and Deployment of HBO/Cinemax GO

Affiliate Marketing Campaigns to 30 million users/daily campaigns

Licensing and Asset Management Requirements setup (Open Text/Artesia)

Hire and train development team that included designers, copy, usability, program management

STAFF AND CONSULTING

ESTÉE LAUDER COMPANIES

2001-2007

Art Direction for Clinique Affiliate Mailers / Irving Penn Photography

Interactive Training Guides for Estée Lauder Corporate and Lauder Family/

General Manager Development / Media

Globalization / Localization Asset Management and Print/Digital Color Standards Process for Clinique Color Guides

Rebrand of Lab Series for Men

Product Launch of clinique.com

Product Launch of Essence for La Mer

CONSULTING

THEKNOT.COM

2005

Early Stage Product Development / Brand Design

Affiliate Program Development Partnership with American Express

TECHNICAL

Advance Creative Suite (Photoshop, Illustrator, InDesign, After Effects, 3D modeling, Cloud-Team based file types/symbols management)

Components Based Design Patterns (VUE 3, 11ty, Svelte Kit Headless Deployment)

Vanilla Workflows: API, JS, CSS, Client/Server Side Code Split Best Practice

Typography (ability to generate @font-face, hand drawn SVG custom fonts)

Branding Design

Advanced HTML/CSS/JS

Advanced Node based Client/Server Integration workflow

Advanced Deployment IA (Provisioning for Omnichannel, Hybrid, Native Devices/IOT) Open Sourced: Unity

Analytics, Segmentation, SEO (GTM, Facebook Pixel, Retargeting)

Enterprise CMS, CRM, ORM Management (Salesforce, AEM, Pega, Wordpress, Shopify/Hydrogen, Sanity, Next JS, Open Sourced Entitlement and User Tracking Tools)

Legacy IA/Analysis

Security and Compliance (PCI and HIPAA standards)

E commerce Architectures / Payment APIs

API fetching and modeling UI/Code Standards (GraphQL/Groq/Templates)

Asset Management (Open Sourced/GIT Backed, Open Text)

Animation (traditional stop motion, Digital GSAP, CSS, Cinema 4D - 3D modeling, CGI development)

Media (Video Encoding/Package Management Standards)

User Based Rapid Prototyping. Real Time Application Omni Channel Prototypes - Figma, Zeplin, XD Handoff Best Practice

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ACHIEVEMENTS

Clinique

International Print / Digital Color Standards Directory /
Product Color Approval and Packaging Workflows

Photography Comp and Approval Prototyping for Clinique Mailer / Irving Penn Photoshoots

Launch and Enterprise Support for Clinique.com Estée Lauder Company's
first Direct to Consumer Digital Initiative

HBO

HBO on Broadband to Cinemax and HBO GO Product Development.

User Studies and Prototyping for Cinemax GO (Social Media Platform) and HBO GO National Rollout. Enterprise System Support setup, and staff build.

Design Thinking, AGILE Product Development protocol and content architecture.

Revlon

Legacy E Commerce and Enterprise System support setup for American Crew Aquisition to Shopify Plus

ABC Home

Shopify Replatform

Drop Ship Strategy

PIM setup

EDUCATION

BFA Rhode Island School of Design

LINKS

ATOMIC DESIGN / DESIGN SYSTEM

<https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:96fad61c-380c-4490-9136-f67a590c6c3b>

<https://ac-develop.myshopify.com/>

<https://ac-develop.myshopify.com/pages/design>

HEADLESS CMS / CHANNEL MARKETING IA

<https://miro.com/app/board/uXjVO7aTo8E=/>

ETL / GA4 DATA CONVERSION STRATEGY

<https://miro.com/app/board/uXjVOBbKwfM=/>

DESIGN AND CONCEPT VERSIONS / REBRAND VERSIONS

https://miro.com/app/board/o9J_ICl8CSc=?share_link_id=437695985504

NEXT GENERATION DEVELOPMENT TOOLS

<https://designtools-ysl.netlify.app/>