

yoonsun lee

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917 587 9628

portfolio
<https://ysl150.com/>

process

Experience

ysl150
Brand and Innovation Digital Consulting
Principal

Projects Include:

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

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

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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)
Reactive Web Components (VUE, React,SVG- reusable encapsulated workflows)
(Gatsby, Next, Gridsome, Svelte)
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)
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/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)
Traditional and Digital Brand Standards / Resuable Web Components
User Based Rapid Prototyping. Real Time Application Omni Channel Prototypes

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

Education

BFA Rhode Island School of Design