

# Whoin Lee

UX Engineer/Design Technologist (<https://www.linkedin.com/in/whoin-lee-9729061/>)

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<http://www.whoin.net/site/#webmedia> (40+ selected professional works)

<http://www.whoin.net> (data Viz works) <https://github.com/whoinlee> (code samples)

A UI/UX Engineer with more than a decade creative development experience in digital agencies, working on a wide range of projects from large-scale data driven applications, global sites, social media apps, and touch screen kiosk to game development and prototyping. User-centric design minded with end-user's perspective for UI/UX usability. Highly detail-oriented at pixel level with a keen eye for design and interaction. Extensive experience working with cross-disciplinary teams and ability to bridge them with background in Art, Computer Science, and Statistics. A constant learner with a love for challenges.

## WORK EXPERIENCE

**Studio W+** (Brooklyn, NY)

July/2021 - present

*Independent UI/UX Engineer*

- Work on projects in React (MERN), TypeScript, JavaScript, SASS/CSS, and D3  
([https://github.com/whoinlee/stretchDaily30\\_reactJS](https://github.com/whoinlee/stretchDaily30_reactJS), [https://github.com/whoinlee/stretchDaily108\\_vanillaJS](https://github.com/whoinlee/stretchDaily108_vanillaJS),  
[https://github.com/whoinlee/dataViz\\_ReactD3](https://github.com/whoinlee/dataViz_ReactD3))

**NBC Universal** (New York, NY)

July/2017 - Sept/2018

*Senior Design Technologist*

- Built prototypes for the Fire TV for various NBC brands in React, React Native, and Air  
([https://github.com/whoinlee/fireTV\\_ReactNative](https://github.com/whoinlee/fireTV_ReactNative), [https://github.com/whoinlee/fireTV\\_React](https://github.com/whoinlee/fireTV_React))
- Participated in establishing a unified design and development system - defining guidelines, building component libraries, and developing a living documentation site
- Involved in building a team collaboration site (info hub, login help center) and customizing intranet portal

**Whoin Lee Studio** (Brooklyn, NY)

Aug/2012 - Jun/2017

*Independent UI/UX Engineer* for Ogilvy Interactive, Estée Lauder, Blue Telescope and Solarsilk

Projects and clients included IBM, Xerox, FMGlobal, Fentora, Zoetis, Estée Lauder, and Newcastle

- Developed websites, game, and touch-screen installations for Ogilvy Interactive and Blue Telescope  
(**Summit Creative Award:** <https://www.blutelescope.com/work/xerox-automated-intelligence-challenge/>)
- Developed kiosks for Estée Lauder's OSIAO brand, handling core data communication APIs with back-end
- Developed Facebook Application for Solarsilk (**One Show Bronze Award, Facebook Studio Bronze Award:** <https://solarsilk.com/work/newcastle-droga5-solarsilk-nobollocks/>)

**Ogilvy & Mather** (New York, NY)

Dec/2007 - Jan/2012

*Senior Applications Developer*

- Worked with cross-disciplinary teams to develop branded sites for clients including IBM, Time Warner Cable, SAP, UPS, IKEA, Cisco, Nestlé, Kraft, and Unilever (**Cannes and DMA Echo Awards, EACA Euro/US Effie Awards**)
- Active involvement in all stages of project development from conception and scoping through quality control
- Extensive experience in integrating social media APIs including Facebook, YouTube, and Twitter

**Firstborn Multimedia Inc.** (New York, NY)

Jan/2006 - Dec/2007

*Senior Multimedia Developer* (<http://www.firstborn.com>)

- Developed award winning multimedia sites (audio & video asset intensive, and multi-language global sites)

for clients including Pfizer, Malibu Rum, AT&T, Borders, JCPenney, Citibank, and P&G (**London International Awards, Dope Web Awards**)

- Experience with design-pattern based frameworks
- Mentoring and team development experience

**Alternet Inc.** (New York, NY)

**Feb/2004 - Jan/2006**

*Lead Flash Developer*

Projects and clients included Sony BMG, FirstCom Music, Killer Tracks, Koka Media, LPG Systems, and Gutay

- Developed dynamic data driven Rich Internet Applications utilizing Flash Remoting, Flash Comm, Java applet, and CMS management for large scale global sites in 10 languages (<http://www.alternetinc.com/bmg.html>, <http://www.alternetinc.com/wellbox.html>)
- Built MVC framework-based template of online video delivery platform, **Ivy™** (<http://www.alternetinc.com/ivy.html>)
- Data modeling for music album inventory and component creation and skinning experience

## TEACHING EXPERIENCE

**Hudson County Community College** (Jersey City, NJ)

**Feb/2015 – Dec/2015**

*Adjunct Instructor* for Computer Arts

**School of Visual Arts** (New York, NY)

**Jan/2005 - May/2005**

*Independent Study Instructor* for MFA Computer Art

## AWARDS

**Summit Creative Award 2015 Gold** for Xerox 'Automated Intelligence Challenge' game

**Facebook Studio Awards 2013 Bronze** for Newcastle Brown Ale 'Subtexter' app

**One Show Awards 2013 Bronze Pencil** for Newcastle Brown Ale

**Cannes and DMA Echo Awards 2011 Gold and Silver** for IBM 'Watson'

**EACA Euro/US Effie Awards 2009 Second Gold/Bronze Effie** for Dove 'Go Fresh'

**London International Awards 2007 Digital Media Finalists** for Firstborn 'Snowball Fight'

**Dope Web Awards 2007** for P&G 'TAG Testees' Website

## EDUCATION

**ITP Camp 2015, Tisch School of the Arts** *New York University*

**MFA in Computer Art** *School of Visual Arts*

**BFA in Fine Art** *The School of the Art Institute of Chicago*

Graduated with **Edward L. Ryerson Fellowship Award**

**MS & BS in Computer Science and Statistics** *Seoul National University*

Recipient, **Merit Scholarship**

## SKILLS

**Language** JavaScript/TypeScript, CSS/SASS, HTML5, ActionScript, UNIX Shell script (CLI), Processing/P5JS, Java, Python, Knowledge of C++, and PHP

**Libraries & Frameworks** React, React Native, MongoDB, Express, NodeJS, jQuery, D3.js, dc.js, Leaflet, Flot, Crossfilter, Underscore, Papervision3D/Away3D/FIVE3D

**Applications & Tools** Visual Studio Code, Sublime Text, Android SDK, Git/GitHub, Webpack, Gulp, SVN, JIRA, Sketch, Adobe Creative Cloud, CartoDB, Mapbox