

Berm Lee

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Interaction Designer

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I LIVE TO...

- **Ship things** with self-evident value, clarify the entire development process, and make a terrific mess on the whiteboard every day
- **Promote disciplined creativity** with resonant personas (user-archetypes) based on qualitative user research, and ensure a clear "why" for what we are building
- **Uphold integrity**—down to the pixel—yet make the necessary tradeoffs to ensure that we ship
- **Generate shared energy** from start to finish, facilitating constructive dialogue among executives, product managers, designers and development teams
- Hear people say, "You did *THAT* in PowerPoint?"

EXPERIENCE

Striiv Inc.

Interaction Designer

www.striiv.com | Beijing, China / Redmond, CA 2011.06 – 2012.02

- Helped a startup launch a smart pedometer: designed how the device syncs "walkathon" donations and updates with clean handling of error conditions, edge cases and COPPA compliance
- Collaborated with developers in California, Hawaii and China
- Pivoted the design of Striiv Sync from desktop app to web app, back to (scaled-back) desktop applet to meet constraints in time and developer resources, negotiating compromises and building consensus around detailed specifications
- Also produced final pixel-level UI, illustrations and icons

Saymeon Inc.

Designer and Fellow Lab Rat

www.saymeon.com | Beijing, China

2009.11 – 2011.03

- Corralled, pruned, and shepherded the founder's myriad explorations while managing non-western developers working on computer vision
- Cracked open a new challenge of developing for the Android platform

Various Companies

Interaction Design Consultant

2002.10 – 2009.10

- Served 10 clients with interaction design, visual UI, and branding
- Redesigned an operating interface for scientific optical equipment optimizing for both daily routine tasks and long-range experiment management
- Introduced, taught, and practiced scenario-based design for an all-volunteer, non-profit effort to provide advanced linguistic analysis tools and computer-aided translation software for minority languages

SAP AG	Design Services Team, Office of the CEO sap.com , sapstreamwork.com Palo Alto, CA	2005.09 – 2007.01
<ul style="list-style-type: none"> ▪ Provided design triage and “Design-Led Innovation” coaching to high-profile projects, evolving SAP’s offerings to a changing world of knowledge work ▪ Co-directed the SAP Eventus Concept that incited SAP to rethink basic assumptions about “business processes” and the tools that support people who respond to disruptions and surprise ▪ Discovered the elusive “glue” that would finally pull together the promise behind enterprise software ▪ Was featured in CEO Henning Kagermann’s keynote presentation at SAP’s main industry conference, SAPPHIRE ’07, and was productized in 2010 as SAP Streamwork 		
Yahoo! Inc.	Contract Interaction Designer www.yahoo.com Sunnyvale, CA	2003.10 to 2004.03
<ul style="list-style-type: none"> ▪ Raised standards for clear thinking and alignment between design direction and product mandates via reality-based project scheduling, focused design sessions and clear communication as Contract Designer for Yahoo! Messenger 6.0 (received CNET’s Editor’s Choice for that year) and Lead Interaction Designer for Yahoo! Avatar 1.0 		
Cooper	Interaction Designer and Visual Designer www.cooper.com Palo Alto, CA	1999.04 to 2002.07
<ul style="list-style-type: none"> ▪ Led multi-disciplinary teams in inventing and improving a range of new products including knowledge management systems, a handheld for the college-age market, and a terminal for implantable medical devices ▪ Brought discipline to Cooper’s visual design practice, leaving tools and practices still in use today at Cooper ▪ Clients included SAP, HP, Discover Financial, St. Jude Medical, Adobe, the J. Paul Getty Museum, and a “large semiconductor company.” 		

SKILLS

- **Communication:** Writing clear Behavior Specifications, Visual Style Guides, storyboarding, illustration, pixel-level UI, icons, animation, walkthroughs, facilitating discussions, furious whiteboarding
- **Tools:** Adobe Fireworks, Photoshop and Illustrator, rapid prototyping using PowerPoint, familiarity with XHTML + CSS, Flash, unusual Microsoft Office hacks, GTD, PC and Mac omnivore
- **Languages:** Native in English, business fluency in Korean, and beginner’s enthusiasm in Mandarin Chinese
- **One more thing:** 3D character animation using Maya, mentored by current professional animators in the industry, animationmentor.com

EDUCATION

Pomona College	BA in Science, Technology and Society www.pomona.edu Claremont, CA	1994.08 to 1998.05
<ul style="list-style-type: none"> ▪ Inter-disciplinary coursework in the history and process of science and technology. Advanced psychology coursework in cognitive science. 		