

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 a 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

