

# Berm Lee

berm@clarityengine.com

## Interaction Designer

www.clarityengine.com

+1 408 490 0497  
+86 137 1608 8483

---

### I LIVE TO...

- **Ship things** with self-evident value, clarify the entire development process, and make a terrific mess on the whiteboard every day
- **Incite empathy** 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
- **Promote 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

#### 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 – 2009.11

- Served 10 clients with interaction, visual UI, and branding design
- Redesigned an operating interface for scientific optical equipment optimizing for both daily routine tasks and long-range experiment management
- Clarified goals and momentum for an automated kiosk for a mobile services company
- 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 Labs

##### Co-Lead Designer, SAP Eventus Concept

www.sapstreamwork.com

2006.11 – 2007.01

- Co-directed the birth of a concept project 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
- Featured in CEO Henning Kagermann’s keynote presentation at SAP’s main industry conference, SAPPHIRE '07, and productized in 2010 as SAP Streamwork

