

Berm Lee

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Interaction Designer

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OBJECTIVE

- To create products with self-evident value that satisfy true user goals
- To clarify the entire development process

QUALIFICATIONS

- **Modeling user archetypes (personas)** and identifying goals from user research
- **Creating concepts and developing detail** that upholds the conceptual integrity of the product—down to the pixel—yet stay within the limits of real technology and development resources
- **Promoting mindshare** throughout the process, facilitating constructive dialogue among executives, product managers, designers and development teams.

EXPERIENCE

Various Companies	Interaction Design Consultant	2007.01 - Present
	<ul style="list-style-type: none"> ■ Developed an operating interface for next-generation scientific equipment designed for both daily routine tasks and long-range experiment management ■ Clarified goals and momentum for the kickoff of a kiosk development project for a mobile services company ■ Shepherded a consumer community site from its earliest conception 	
SAP AG	SAP Eventus Concept Project www.sap.com Palo Alto, CA	2006.11 – 2007.01
	<ul style="list-style-type: none"> ■ Co-directed the ideation and design of a stealth concept to inspire the organization to rethink basic assumptions about knowledge work and the ad-hoc tools that support them ■ Assisted in coaching the team in "Design-Led Innovation," helping the team establish a practice of user-centered design in development ■ Featured in CEO Henning Kagermann's keynote presentation at SAP's main industry conference, SAPPHIRE '07 	
SAP AG	Designer, Design Services Team, Office of the CEO www.sap.com Palo Alto, CA	2005.09 – 2006.08
	<ul style="list-style-type: none"> ■ Provided crack-team design assistance to various high-profile projects, supporting key corporate initiatives evolving SAP's offerings to a changing world of knowledge work 	

- SIL Language Software** **Volunteer Interaction Designer**
www.sil.org | Dallas, TX, Chiang Mai, Thailand 2004.03 – 2007.06
- 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
- Yahoo!** **Contract Interaction Designer**
www.yahoo.com | Sunnyvale, CA 2003.10 to 2004.03
- Clarified Yahoo’s product development process as Interaction Designer for Yahoo! Messenger and Lead Designer for the launch of Yahoo! Avatars (online self-representation)
 - Raised standards for clear thinking and clear alignment of design direction and product mandates via reality-based project scheduling, focused design sessions and thorough documentation
- Cooper** **Interaction Designer and Visual Designer**
www.cooper.com | Palo Alto, CA 1999.04 to 2002.07
- 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 control terminal for implantable medical devices
 - Expanded the discipline of detail visual design into Cooper’s methodology, helping move clients closer to solutions that can actually be built
 - Clients included SAP, HP, Informativa, Discover Financial Services, St. Jude Medical, Fujitsu Softek, Adobe, the J. Paul Getty Museum, and a “large semiconductor company.”

SKILLS

- **Communication:** Writing and editing Behavior Specifications, Visual Style Guides, storyboarding, illustration, pixel-level layout, icon and control design, animation, walkthroughs, furious whiteboarding, moderating and facilitating discussions
- **Tools:** Fireworks, Photoshop and Illustrator, quick prototyping using Microsoft Powerpoint, XHTML + CSS, Dreamweaver and Flash, Maya, advanced templates in Microsoft Office, PC and Mac agnostic

EDUCATION

- Animation Mentor** www.animationmentor.com 2007.01 – ongoing
- Learning 3D character animation using Maya, mentored by current professional animators in the industry
- Pomona College** **BA in Science, Technology and Society**
www.pomona.edu | Claremont, CA 1994.08 to 1998.05
- Inter-disciplinary coursework in the history and impact of science and technology. Advanced psychology coursework in cognitive science.