

# Berm Lee

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# Interaction Designer

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@bermlee

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## I LIVE TO...

- **Ship things** with self-evident value, and make a terrific mess on the whiteboard every day
- **Promote disciplined creativity** based on the continual testing of assumptions, and ensure a clear “why” for what we are building, and clarify the entire development process
- **Balance integrity with tradeoffs** to ensure that we ship
- **Generate shared energy** from start to finish, facilitating constructive dialogue among executives, product managers, designers and development teams

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## EXPERIENCE

### Various Companies

#### Interaction Design Consultant

2002.10 – present

- Served 14 clients and almost 100 user personas with clear interaction design, clean visual UI, and connective branding
- Designed for startup and legacy products in Web, and mobile platforms, for enterprise and consumer domains, including an operating and experiment management UI for scientific optical equipment
- Introduced, taught, and practiced user-centered scenario-based design for an all-volunteer, non-profit effort to provide advanced linguistic analysis tools and computer-aided translation software for minority languages

### SK Telecom

#### Design Thinking Coach

www.sktelecom.com | Seoul, Korea

2014.10 – 2014.12

- Together with SAP Korea and PXD, generated two viable new products for SKT's New Business Division, via open inquiry, prototyping and validation of many concepts, and received the final go for productization
- Incited a local culture-change towards daily collaborative, non-judgmental generation and iteration of ideas
- Contributed to the creation of SKT's internal Design Thinking Team

### Useicons

#### Proprietor and Designer

metro.useicons.com

2012.02 – present

- Designed a set of 300+ AppBar icons for use in Windows 8 development

### Striiv Inc.

#### Interaction Designer

www.striiv.com | Beijing, China / Redwood City, CA

2011.06 – 2012.02

- Helped a startup launch a smart pedometer: designed device syncing, “walkathon” donations and updates, error conditions, and COPPA compliance
- Collaborated with a developers in California, Hawaii and China
- Pivoted the provision of Striiv Sync from desktop to web app, back to desktop applet to meet constraints and shifting developer resources, negotiating around detailed specifications, producing final pixel UI and illustrations

