Berm Lee

Interaction Designer

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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

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

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Saymeon Inc.

Designer and Fellow Lab Rat www.saymeon.com | Beijing, China

2009.11 - 2011.03

 Corralled, pruned, and shepherded ideas while managing Chinese developers working on computer vision technologies and mobile apps.

SAP AG

Design Services Team, Office of the CEO sap.com | Palo Alto, CA

2005.09 - 2007.01

- 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 many in SAP to rethink basic assumptions about "business processes" and the tools that support people who respond to disruptions and surprise
- Eventus was featured in CEO Henning Kagermann's keynote presentation at SAP's main industry conference, SAPPHIRE '07

Yahoo! Inc.

Contract Interaction Designer www.yahoo.com | Sunnyvale, CA

2003.10 to 2004.03

 Promoted alignment between design direction and product mandates via reality-based project scheduling, focused design sessions and clear communication as Interaction Designer for Yahoo! Messenger 6.0 and Lead Interaction Designer for Yahoo! Avatar 1.0, leading Yahoo to receive CNET's Editor's Choice for Instant Messaging

Cooper

Interaction Designer and Visual Designer www.cooper.com | Palo Alto, CA

1999.04 - 2002.07

- Led multi-disciplinary teams designing knowledge management systems, a handheld for the college-age market, and a terminal for implantable medical devices, and helped set the foundation for the effective use of personas.
- Set the standard for Cooper's visual design and implementation support, created tools and practices still in use today at Cooper and beyond
- Clients included SAP, HP, Discover Financial, St. Jude Medical, Adobe, the J. Paul Getty Museum, and a "large semiconductor company,"

SKILLS

- Communication: Writing clear specifications, user personas, style guides, storyboarding, scenarios, illustration, pixel-level UI, icons, animation, walkthroughs, facilitating live discussions, furious whiteboarding
- Tools: Adobe Fireworks, Photoshop and Illustrator, rapid prototyping using PowerPoint, familiarity with XHTML + CSS, Flash, unusual Microsoft Office hacks, GTD, AHK scripting, PC and Mac omnivore
- Languages: Native in English, business fluency in Korean
- One more thing: 3D character animation using Maya, mentored by professional animators in the industry, animationmentor.com

EDUCATION

Pomona College

BA in Science, Technology and Society www.pomona.edu | Claremont, CA

1994.08 - 1998.05

Inter-disciplinary studies in the history and sociology of science and technology. Advanced psychology coursework in cognitive science.