

**See-ming Lee**

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## EDUCATION

**Yale University**, New Haven, CT

1995.09 - 1999.05 Bachelor of Arts in Art, concentration in graphic design

## EXPERIENCE

**IconNicholson / LBi International**, New York, NY

2002.09 - 2008.06 **Art Director + Senior Interface Engineer**

- + Involved in all phases of design and development for web sites and interactive ad campaigns. Process included idea generation, user persona creation, storyboard development, user interface design, interaction design, visual design, UI system development, interactive prototyping and style guide development.
- + Made seminal contribution in the development a patent-pending concept called Social Retailing which was named Time Magazine's Invention of the Year 2007. The concept helped Nanette Lepore reach out to a younger audience by mashing up social media in the retail space. It was first unveiled at the National Retail Federation's (NRF) BIG show in 2007 and later showcased at Bloomingdale's flagship store in New York.
- + Initiated bi-weekly lunch meetings in the design department to foster a tighter sense of community.

2000.09 - 2002.08 **Senior Designer + Senior Interface Engineer**

- + Became the first cross-competency employee working in both design and technology competencies in the company's history worldwide.
- + Created interactive prototypes for the Prada Web 'Vomit' concept with Reed Kram and Rem Koolhaas. Developed the Prada Staff Device and Prada Intranet for their flagship Epicenter store in SoHo, New York.
- + Devised and designed the first signage system for the New York office.
- + Initiated the practice to create design style guides as a standard deliverable.

1999.09 - 2000.08 **Designer**

- + Participated in primarily small projects which allowed for a large amount of project influence from start to finish.
- + Tasks included business strategy, competitive analysis, information architecture, interaction design, visual design, client-side technology planning and implementation.

**Agency.com**, New York, NY

1997.06 - 1997.08 **Intern / Freelancer**

- + Became the first non-shockwave-specialist in the company to develop and deliver Flash applications to clients
- + Transferred knowledge of the experience to in-house art directors and developers.
- + Developed and designed the company's second-generation intranet using JavaScript-based pull-down menus which marked the beginning of a multidisciplinary career.

## CLIENTS

AOL  
Bank of America  
Bristol-Myers Squibb  
British Airways  
Chubb Insurance  
David's Bridal  
EMI Music Publishing  
Forest Laboratories  
Fujifilm  
IBM  
IconMedialab  
GTE  
Lucent Technologies  
MasterCard Advisors  
MasterCard International  
McKinsey & Company  
Morgan Stanley  
Project Rebirth  
Prada  
Regus Group  
Songwriters Hall of Fame  
Wall Street Rarities  
WebMD  
Yale University  
Ziff Davis Media

## AWARDS

2007	Social Retailing + Time Magazine's Invention of the Year + Patent-Pending + Press coverage in BBC, CBC, C Net, CNN, International Herald Tribune, New York Times, Red Herring, Reuters, USA Today, Washington Post and Yahoo!	BMS Light to Unite 2006 + WWW Health Award Silver + Step Magazine Best of Web + WMA Web Awards Outstanding Website
2006	BMS Reyataz SoundJam + WMA Web Awards Outstanding Website	BMS Light to Unite 2005 + WMA Web Awards Outstanding Website
2005	Project Rebirth + One Show Interactive Merit Award + Omni Intermedia Awards, Bronze Winner + Graphis Interactive Annual + WMA Web Awards Best Non-Profit Website	Duplexlab.com + Graphis Interactive Annual  Regus Group + WMA Web Awards Standard of Excellence
2004	EMI Music Publishing + One Show Interactive Corporate Image B2B Website Merit Award  Project Rebirth + Communication Arts' Design Interact Site of the Week	MasterCard Weekends Matter + WMA Web Awards Best Financial Services Rich Media Online Campaign + New York Festivals Finalist + Media Magazine Creative Media Awards
2003	IconNicholson Holiday Card 2002 + One Show Interactive Merit Award	
2002	Prada + Press coverage in Forbes, Business Week, Vanity Fair, The Associated Press, Executive Technology, CRN, Stores, iMarketing News, VAR Business and Entertainment Design press coverage	

## PROFESSIONAL AFFILIATION

**AIGA, IxDA**

## ADDITIONAL INFORMATION

**Design software:** Photoshop, Illustrator, InDesign, After Effects, Flash.

**Music software:** Ableton Live, Sony ACID Pro, Sony Sound Forge.

**Programming:** ActionScript 1.0, ActionScript 2.0 (object-oriented), XML, XSD, HTML, CSS, JavaScript.

**Languages:** Fluent spoken and written Chinese and English.

**Interests:** Algorithms, information design, maps, music composition, network theory, photography, search engines, symphonic electronica, typography, user interface design, visualization.