

Uram Joshua Lee

STRATEGIC DESIGNER & INNOVATOR

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My core passion is design, but I'm also curious of how design thrives with strategic thinking. This is literal for me, as I put both sides of my brain into practice.

INTERESTS

Strategy

Business/Corporate Strategy, Marketing Strategy, Growth Planning, Design Thinking, UX/IxD, Customer Experience (CX), Change Management, Workshop & Vision Planning

Marketing/Advertising

Multichannel Marketing (MCM), Content Strategy, Operational Auditing, Financial/Budgetary Allocation, Projection & Modeling, Planning, Testing

Research

Field observation, 1on1 Interviews, Market Competition, Usability Testing, Conceptual Modeling, Ethnographic Research

User Experience & Design

Functionality Doc (FRD), Production Doc, Information Architecture, User Flow, Linking Doc, Storyboarding, Experience Architecture, Journey Mapping, Prototyping/Agile, HTML/CSS, Javascript, PHP

Data Science

Web Analytics, Usability Analytics, Financial Modeling

DESIGN AWARDS

Merck Management Square App

2010 - 5 Communicator Awards, RX Club Award

Bayer for Women Campaign

2011 - ADCNJ Award, Med Ad News/MANNY Award
2010 - RX Club Award, W3 Award

Mirena Website

2011 - RX Club Award

Botox Snapshots Campaign

2010 - 3 Communicator Awards

YazTown & Website

2010 - 6 Communicator Awards, RX Club Award, Med Ad News/MANNY Award

IRock Inspiration Banner Design

2010 - Communicator Award, Internet Advertising Competition, RX Club Award

Additional Awards & Honors

Johnson & Johnson's Be Vital Challenge 2013 - 2nd Place Winner for Best Student Organization for Global Benefit. The Aspen Institute's Business & Society International MBA Case Competition 2013 - First Place Team (Campus Round). Grand Prize Winner of Korea Times Annual Art Awards (2002). Featured artist 2003 Korea Times Exhibition, Grand Prize Winner of Chi.Kollaboration 2007. WSOM Student Life Award.

EXPERIENCE

Intouch Solutions

Director of Strategic Planning 2015-2016

- Launched management program and operational education across all brand teams in the U.S. for Boehringer Ingelheim.
- Headed philanthropy project for End-of-life care, introducing design thinking process into a traditional marketing agency.
- We won Large Agency of the Year by AdAge in 2016.
- Implemented new/proprietary MCM and UX methodology within Intouch and its clients.

Coyne

Digital Creative Director 2014-2015

- 14% revenue growth in EOY 2014.
- Converted a production studio into a digital design shop with large-scale agency capabilities.
- Implemented SCRUM process - including formal critiques, and a strategy-driven creative process.
- Launched/Relaunched Vestergaard's Lifestraw, Bimbo Bakeries - illustrated their new bread character, Tara Smith's new hair product line.

Ogilvy Commonhealth Worldwide

Digital Art Director 2010-2012, Associate Art Director

2009-2010, UX Designer 2008-2009

- Climbed promotions - became youngest art director in a sea of creatives at 23.
- Became a part of the ECD's task force for high-level concepting, alongside industry creative leaders.
- Designed, marketed and strategized on Ogilvy's creative and digital team.
- Participated in brainstorming campaigns, led discussions with clients and colleagues, researched with analytics team, developed best practices, and directed a team of professionals with the highest calibre of expertise in the Pharmaceutical design industry. Worked in an inter-disciplinary environment with team of motion-graphic artists, 3d modeling, sound engineers, and studio teams.
- Department growth of ≈300% during stay at Ogilvy.
- Worked on projects for Merck, Johnson & Johnson, Janssen, Novartis, Pfizer, GSK, AstraZeneca, Roche, Teva, BMS, Allergan, Nestle

ImageRelay

Consultant 2011-2015

- The flagship product redesign generated ≈400% boost in revenue in its launch year.
- Small team - designed this product with one other designer and a developer.
- Continued to build the desktop experience, mobile experience, and marketing site.
- Solidified ImageRelay's strength in the market with a scalable experience that competitors could not imitate.

Additional Experience

Columbia University GS - Design Consultant, 2016. Founded Stylicore - 2016. Fourblock - Design Consultant, 2016. Falls Digital - Design Consultant, 2012-2014. Six Overground - Design Consultant, 2007. Chase Wilson - Developer/Coder - 2007. Northstar Travel Media - UX/UI Designer - 2007.

EDUCATION

Weatherhead School of Management

MBA 2012-2014

- Focused on strategy and design with courses in organizational behavior.
- Winner of the Student Life Award - An award selected by peers, staff, and faculty, exclusive to one student.

School of the Art Institute of Chicago

BFA 2003-2007

Focused on design as a liberal art form with courses in theology, metaphysics, and sound.

Parsons School of Design

Summer 2002

Constructed Environments Program - design classes focused on the environmental systems, architecture, and spatial interactions.

School of the Visual Arts

Summer 2001

Animation courses - traditional cell drawing.

SELECT PROJECTS

General Electric's Water Day App

Dept of Water & Process Technology 2014

- Available for download on U.S. iTunes app store.
- Illustrated game elements, designed the UI and UX documentation.

GlaxoSmith Kline

Oncology, Vaccines Campaign 2012

Designed GSK's largest franchise to make a push to be industry leader in oncology and vaccines.

Bayer

Women's Healthcare Campaign 2008-2011

Designed and launched multiple products under Bayer Women's Healthcare franchise including Yaz, Beyaz, Yasmine, Mirena, and Qlaira.

Marriott Mobile Experience

Dept of Digital Research/Experience 2014

- Designed for Marriott's hospitality service/experience - new frameworks and products. Project required user research, synthesis of hypothesis, and conceptualization of products.
- Presented ideas to Marriott's digital team in 2014.
- Revisited Marriott's HQ in 2015 to review initiatives in our process book.

Johnson & Johnson

J&J, Janssen, Ortho McNeil, Ortho Biotech 2011-2012

Designed and launched multiple products for Xarelto, Listerine, and Splenda.

