DAVID R. LEE

(646) 946-6252
me@davrlee.com
www.davrlee.com

AWARD-WINNING CREATIVE DIRECTOR WITH NINE YEARS OF MULTI-SECTOR CONSULTING EXPERIENCE. WORK HAS BEEN AWARDED BY GRAPHIC DESIGN USA, DISPLAYED IN D.C.'S CAPITOL HILL, AND AIRED IN NEW YORK'S TIMES SQUARE. EXPERIENCE IN DATA VISUALIZATION SOURCED FOR SPEAKING ENGAGEMENTS AT CONFERENCES FROM PITTSBURGH TO PORTLAND

EXPERIENCE

Senior Client Experience Designer • **IBM** • Global • Jul 2016 – Present

Develop and execute winning pursuit strategies on business deals worth a total of $3.8 billion for 27 clients while engaged on-site in 13 U.S. states and five countries. Report to Design Executive five tiers from the CEO and represent the company's top-performing sales team with a 16% lead

Collaborate with Industry Executives, Deal Coach Partners, Account Leads, Bid Managers, Proposal Writers, subject matter experts, and pursuit teams on value propositions

Design, conceptualize, and pitch experience schematics that strengthen the IBM brand, showcase a unique understanding of clients' needs, and reinforce communication initiatives established by Executive leadership and client stakeholders

Lead cross-functional teams of designers and copywriters to shape visual narratives, craft storytelling marketing campaigns, and customize brand experiences across all touchpoints—from print and packaging to multimedia, motion graphics, microsites, presentations, and environmental installations—that enhance engagements with clients by leveraging their business objectives, brand, culture, industry, and market position

Manage client expectations, creative guidelines, production process, and deliverable timelines with account teams and vendors in adherence to quality, proofing, and implementation scope from RFP launches through execution at orals presentations and client site visits

Creative Lead, Marketing • **LRN Corporation** • New York, NY • Jun 2015 – Jun 2016

Execute creative global marketing strategies to grow brand awareness, preference, engagement, ROI and ultimately increase revenue and margin from new and existing client partners

Oversee re-design of LRN.com and direct web production for 37 unique pages via daily synchronizations with development teams in Los Angeles, London and Mumbai for 3 months

Lead graphical user interface (GUI) design for LRN's Partner Portal. Collaborate with client engagement teams to curate a user-focused experience that streamlined and expanded access to content-rich media, drove up partner activity, and stimulated contract extensions

Creative Director • **Amplify Public Affairs** • Washington, DC • Feb 2012 – Aug 2014

Design, launch, and curate cohesive yet autonomous brand identities for Amplify Public Affairs and Disruptive Women in Health Care. Report to the CEO and collaborate with key stakeholders across brand, public policy and marketing teams to strategize and execute visual direction on digital campaign initiatives for clients in the public, private, and political arenas

Oversee projects from creative brief through completion of print, digital, web and experiential campaigns—event collateral, books, micro sites, mobile apps, interfaces, videos, emailers, etc.—for multiple client accounts simultaneously

Craft emotionally-connected consumer experiences in support of the firm's work, which influences public opinion, gains nationwide media coverage, achieves legislative victories, and ultimately, amplifies clients' success beyond what they thought possible

Graphic Designer • **Galley Creative Group** • Ellicott City, MD • Sep 2011 – Feb 2012

Devise solutions for client projects including research, graphic design, video production, photography, web design, technical and creative writing. Maintain freelance partnership on client engagements through July 2015

Web + GUI Designer • **M.C. Dean, Inc** • Sterling, VA • Feb 2011 – Feb 2012

Production Designer • **Center for Art Design, Visual Culture** • Baltimore, MD • 2008 – 2011

Photographer, Writer • **Granite Tower Magazine** • Seoul, Korea • 2009 – 2010

DISTINCTIONS

IBM Eminence & Excellence Award

Recognized in Global Business Services for demonstrating leadership in the following IBM Practice: *Put the client first*

New York, NY • Dec '17

2014 + 2015 C2ER Conferences

Led seminars and presentations on data visualization to policy-makers and economic researchers at C2ER's annual conferences

Pittsburgh, PA • Jun '14 ; Portland, OR • Jun '15

2013 + 2014 Graphic Design USA Awards

Two designs produces for Naked Decor won Graphic Design USA's Product Design award

Washington, DC • Dec '13, Dec '14

PA&H Building Permanent Displays

One print piece and one digital piece installed on permanent display in the Performing Arts and Humanities building at the University of Maryland Baltimore County

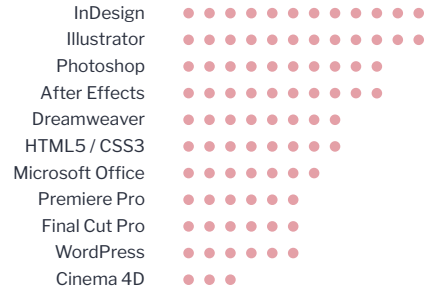
Baltimore, MD • Sep '12

Art Director, Senior Exit Exhibition

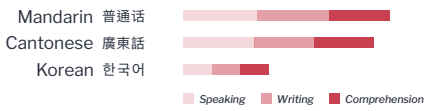
Commissioned by UMBC faculty to design an identity system for the exhibition, with branding in print, web, TV broadcast, campus-wide signage and environmental design

Baltimore, MD • Jan–Jun, '11

PROFICIENCIES



LANGUAGES



EDUCATION

Visual Arts, Graphic Design B.A.
University of Maryland Baltimore County
College of Arts, Humanities & Social Sciences
Baltimore, MD • 2007 – 2011

Business Technology Administration B.A.
University of Maryland Baltimore County
College of Engineering & Information Technology
Baltimore, MD • 2007 – 2011

Semester Abroad
Korea University
School of Business
School of Art & Design
Seoul, Korea • Fall 2009