

A creative leader and storyteller with extensive experience in leveraging data and technology to deliver design solutions that perform. Ability to build and inspire diverse global talents, and to elevate creativity, innovation, and profitability while partnering across organizations, and establishing trust with the C-suite. A pragmatic problem solver with outstanding verbal and written communication skills.

EXPERIENCE

Narrativ - Principal UX Consultant

Remote (New York), 2021

- Counsel C-suite on product innovation and strategy to acquire new user base of creators on YouTube, Instagram, and TikTok
- Execute hands-on low fidelity wireframe, prototyping of FTU (first time user) product tour, new dashboard, profile, discover pages

GroundTruth - VP, Creative

New York, 2014 - 2020

- As a first creative hire - recruited, built, and mentored multi-disciplinary talents ranging from creative director, managers, to product designers
- Participated in product enhancement and innovation meetings with engineers, research, and product managers and delivered low fidelity wireframes, prototyping, and UI design; oversaw front-end development for proper implementation through design QA
- Executed and implemented the UI kit and design system libraries
- Drove analytics and insights to formulate mobile advertising creative best practices and presented in client direct or agency meetings
- Owned brand consistency and visual communication strategy from content, design, campaigns, digital marketing, and video on web, mobile, print, and for events
- Increased RFP win rate YOY averaging 67%, up to 74% during tenure, leveraging real-time DCO technology and high impact concepts
- Negotiated to change the pricing model and reduced a vendor's annual subscription fee by 34% in 2018
- Increased team's capacity allocated to sales by only 75% while revenue the team supported increased to 220% from 2015 to 2019

Client includes:

Amazon, Beiersdorf, Coach, Diageo, DuPont, Hyundai, Intel, Lyft, Las Vegas Tourism, McDonalds, Microsoft, Subway, Taco Bell, TJX, Walmart

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U.S. Citizen

CORE COMPETENCIES

Creative Team Leadership

Art Direction

Data-Driven Strategy

Recruiting, Mentoring, and Employee Retention

Research, Development

Negotiating, Budgeting

UX Research, Copywriting

Workflow, Capacity Planning

Client Presentations

Global Brand Modernization, Management

Advertising: Display, Native, Rich Media, Social, Mobile, Sponsorships, Video

Web, Mobile (Android, iOS), Experiential

EDUCATION

Tufts University, 1999

Bachelor of Fine Arts Program

Université Paris Sorbonne, 2004

French Language

Millennial Media - Creative Director

New York, 2013

- Worked directly with CEO and COO on messaging, content and designed an executive presentation deck that sold Jumptap to Millennial Media for \$193MM
- Delivered design solutions for marketing to elevate corporate branding
- Led sales, account management, media planning to increase RFP win rate and client retention with omni channel strategy and concepts that matched marketer and consumer needs

Time Inc. - UI/UX Lead

New York, 2011 - 2012

- Led UI and UX teams and launched mobile/tablet apps, responsive, e-commerce websites for Time Inc. properties (People, TIME, Fortune)
- Managed creative agencies to execute sold digital advertising campaigns for all of Time Inc. properties on web, tablet, and mobile

Mashable - Creative Director

New York, 2011

- Developed and implemented the brand's first corporate style guide for front-end engineers based in multiple locations
- Led RFP brainstorms for sales, account, media planning and executed native ad experiences and sponsorships

NBC Universal, Inc. - Art Director

New York, 2006 - 2011

- Launched \$10M budget and 1.5 year long project with Huge Inc. agency to rebrand all of iVillage properties
- Mentored a team of 20+ diverse team of designers to deliver design solutions for cross functional teams reaching over 30M monthly uniques
- Executed native ad products to strengthen sponsorships

Previous positions as Design Director at BrokerHub, Paris, France; Art Director at Columbia University, New York, NY; Designer at Harvard Business School Publishing and Tank Design, Boston, MA

General Assembly

Certificates:

Data Analytics, User Experience Design, Digital Marketing

RECOGNITIONS

SXSW Interactive Competition

Yahoo! Daily Picks

Horizon Interactive Awards

Featured in annual issue of PRINT magazine

VOLUNTEER

Mapper, Doctors Without Borders, 2019

Contributor, The Drum, 2016

Fundraiser, The Orphan Support League, 2016

LANGUAGES

English

Korean

French