

UNSun LEE

www.unsun.com

unsun7ee@gmail.com

917.355.1516

U.S. Citizen

GROUNDTRUTH | VP, Creative/Global | 2014 - Present

- Strategize and implement a global brand across all media - digital, mobile, print, events, social media, video to translate brand and business goals
- Drive data-driven creative insights and present best practices in client meetings
- Increase RFP win rate through innovative mobile-first strategy and concepts to grow revenue streams in U.S., Europe, and Asia markets
- Manage team's infrastructure, growth, process, tools, and budget
- Mentor multidisciplinary designers to deliver on-brand and on-trend design from ideation to executions
- Influence ad product innovation and deliver end user focused creative solutions and user experience

MILLENNIAL MEDIA | Creative Director | 2013

- Delivered design solutions for marketing to elevate corporate branding
- Increased RFP win rate with mobile-first creative concepts and executions

TIME INC. | UI/UX Lead | 2011 - 2013

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

MASHABLE | Creative Director | 2011

- Developed and implemented the corporate style guide

NBCUNIVERSAL INC. | Art Director | 2006 - 2011

- Launched \$10mm project with Huge Inc. agency to rebrand all of iVillage, a digital network for women
- Mentored a team of 10+ multidisciplinary designers to maintain the corporate brand on mobile and digital products reaching over 30mm monthly visitors
- Innovated native ad products to increase revenue

BrokerHub Limited | Design Director | 2002 - 2005

Columbia University | Art Director | 2001 - 2002

Context Studio | Senior Web Designer | 1999 - 2000

Harvard Business School | Designer | 1998 - 1999

An award winning, published creative leader with over fifteen years of experience in crafting solutions across design and UX in advertising, publishing, and products for startups, mid-sized to Fortune 500 companies.

A visionary strategist with a deep understanding of emerging technologies and a proven track record of successfully mentoring multidisciplinary design teams to prioritize for end users throughout ideation to execution, while influencing cross-functional teams. Adept at leveraging design to reduce operational cost to accelerate business growth at a global scale.

Main objective is to constantly learn new trends and technology to better understand users in order to deliver smart and results-driven design. Incremental revenue contribution in 2017 - 67mm

Clients

Adidas, BMW, Chase, Diageo, Gap, GSK, Hyundai, IKEA, Intel, Lyft, Marriott, McDonald's, Microsoft, MillerCoors, Pepsi, Taco Bell, Unilever, Verizon, Walmart

Awards & Recognitions

- SXSW Interactive Competition
- Yahoo! Daily Picks
- Horizon Interactive Awards
- Featured in annual issue of PRINT

Education

Université Paris Sorbonne, French Language, Paris, France, 2004

Tufts University, BFA Program, Boston, 1999

Languages

English, Korean, French