

Frederick Lee

Digital Product Designer

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EXPERIENCE

Ideas on Purpose

Product Designer, New York, NY, July 2015 – May 2018

Responsible for UX / UI projects as well as print & branding for 20+ clients with various collaboration experiences with project managers, creative writers, strategists, marketing team, and other designers.

AI Dia Newsmedia

Internship, Philadelphia, PA, Summer 2014

Responsible for designing AI Dia News Media's daily online and paper news as well as commercials and branding works.

UArts Korean Association

Graphic Designer, Philadelphia, PA, January 2013 – May 2015

Responsible for creating UKA's identity and counseling brand strategy; Collaborated with other members to spread UKA's words through posters and various events.

Seoinn Architecture

Internship, Seoul, Korea, Summer 2012

Responsible for creating Seoinn Architect's branding identity and strategy along with commercial designs.

CLIENT LIST

Stanley Black & Decker (UX / UI, Print)

Pfizer (UX / UI)

QuintilesIMS (IQVIA Now) (UX / UI)

Hubbell (UX / UI, Print)

TB Alliance (UX / UI)

United Technologies (UX / UI)

NYU Langone (UX / UI, Print)

Ecospaces (UX / UI, Branding)

Kids in Crisis (UX / UI, Branding)

Zoetis (Print)

CAPABILITIES

Sketch / Principle / Invision (Design & Prototyping)

Adobe CC Suite

HTML / CSS / JQuery (Quality Assurance & User Testing)

Microsoft Office Suite

Google Docs / Google Sheets / Keynote

User Research / Information Architecture / Analytics

Wireframe

Squarespace / Wordpress

EDUCATION

The University of the Arts, Philadelphia PA

September 2011 – May 2015

Majored in Illustration, Fall 2012

BFA, Graphic Design, Jan 2013 – May 2015

RECOGNITION

Silver - Corporate Website Diversified Industrial Co.

2017 iNova Awards, December 2017

Standard of Excellence WebAward

2017 WebAward, September 2017

Gold Prize

American Web Design Awards, May 2017

American Web Design Awards, May 2018

Best of Show

iNova Awards, December 2016

Platinum Prize, Top 50 Worldwide, Top 60 in the US

League of American Communications Professionals Vision Awards, July 2016

Gold Prize, Top 100 Annual Reports globally for all of 2015 in Interactive Annual Report

ARC Awards International, July 2016

Semifinalist

Adobe Design Achievement Awards, 2014, Claire Typeface

Adobe Design Achievement Awards, 2015, Hangul is:

First Runner Up

Florence Whistler Fish Award, April 2015

The Ken and Eleanor Heibert Award

UARTS, April 2015

Kano Typeface on 20+ Famous Design Blogs

One of the Best Free Fonts in 2016 & 2017