# SUSIE LEE

## **EDUCATION**

Carnegie Mellon University Pittsburgh PA Bachelor of Design, Communications Human Computer Interaction Minor Frederick D. Delve Presidential Scholar School of Design Merit Award CMU Dean's List

Thomas Jefferson HS for Sci and Tech Alexandria VA Advanced Studies Diploma

Engineering Design Research Lab

## RECOGNITION

#### Proto Innovation ProtoStar Award

New York NY | Fall 2021 Awarded by Proto Executives and leadership in recognition of craft and leadership excellence at Proto.

#### American Institute of Graphic Arts, Eye on Design

Pittsburgh PA | Fall 2019 Featured project (Interactive data visualization of AIGA Census data) on AIGA Eye on Design.

#### U.S. Patents IDF 3689, IDF 3690

Plano TX | Summer 2018 Developed two patents in augmented reality (AR), user interface (UI) and machine learning method for determining distance using UI.

## **SKILLS**

Experience Design Ecosystem Thinking Service Design Storytelling Interaction Design UX Product Design Critical Thinking Product Strategy Design Research Prototyping + Motion Visual Design Team Building Figma Adobe CC Sketch Invision

HTML, CSS p5.js www.esoosea.com e.soosea@gmail.com +1 703 789 3252

## **EXPERIENCE**

#### Proto Innovation Digital Product Consulting Firm - Senior Experience Designer New York NY | February 2021 - Present

Leading full end-to-end execution of projects by identifying growth opportunity spaces through user research and developing product concepts to solve problems in varying industries by championing user-centered design. Collaborated with strategists, engineers, and executive client stakeholders to develop long term product ecosystem strategy and increase customer value. First design hire instrumental in defining company culture, establishing practices, and growing experience design team by 350%.

#### Capital One Experience Strategy - Experience Designer

New York NY | July 2020 - February 2021

Established large scale design strategies by implementing best practices and frameworks across the whole design organization. Designed a variety of end-to-end web experiences, visual features, and branding. Partnered with product, engineering, client success, marketing, and other groups to align Design with the business objectives.

#### Capital One Commerical Bank - Associate Experience Designer

New York NY | July 2019 - July 2020

Created unified platform workflows for conducting commercial credit actions for over 5,700 customers. Combined research, creativity, and execution with an agile, datadriven, systems-centric approach to Design. Roadmapped release strategy to migrate users from multiple legacy platforms, conducted platform user testing and contributed to design system alongside product managers and engineers.

## Capital One Financial Services - Design Development Program Intern

#### Plano TX | June 2018 - August 2018

Designed user motion interaction and gesture design for the augmented reality (AR) experience within Auto Navigator's native mobile application. Patented designs for AR user interface (UI) and method for determining correct scanning distance using AR UI. Project selected to present at 'Capital One House' at SXSW 2019.

## NAVER Corporation, Apollo Team of Incubation Studio - Product Design Intern

Seoul South Korea | June 2017 - August 2017

Conducted primary and secondary research to target a market opportunity and designed a mobile application for launch in the U.S. market.

## LEADERSHIP

#### Proto Innovation Company Culture Building - Experience Lead

New York NY | Spring 2021 - Present Developing an apprentice/new hire onboarding playbook, defining role of Experience at Proto, conducting Design team weeklys and Experience Design team monthlys.

### Capital One Recruiting - Northeast DDP Recruiting Lead

New York NY | Summer 2019 - Spring 2021 Developed strategy for Design Development Program fulltime and internship hiring.