

# Janet Si-Ming Lee

SENIOR UX + VISUAL DESIGNER :: SIMING CYBERCREATIVE

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## SUMMARY

Boston Globe- and MITX Award-recognized designer and illustrator with over 15 years of professional consulting experience in product / service innovation ideation and creating lead gen strategies, UX wireframes prototypes, responsive mobile websites, native apps. Designed 70+ client websites. Strategic. Conceptual. Experienced with eCommerce and content strategy. Entrepreneurial. I help make your business plans come to life. B.A with Honors in Media Arts at Wellesley College that included courses in web design and eCommerce at MIT. Seeking a part-time or full time permanent design position, or freelance creative projects.

### SERVICES + SKILLS:

- ux / ui design • responsive web + mobile
- info architecture + content strategy
- brand positioning + identity design + marketing
- design thinking + accessibility compliance
- services / product innovation strategy

## EXPERIENCE

### 2001 – Present

● siming cybercreative (principal) + contract projects

● employed work (including their clients)

Employed Work and Sample Consulting Engagements Include:

**EBSCO — Sr. Interactive Designer:** Design wireframes, journey maps, and visuals in Figma for four new edTech apps — FinancialFit (financial literacy), GradPrep (grad school tests prep), LevelUp / Accel5 (book synopses). Create UI design library of components, ads, supplemental printouts for app, and Instagrams. (2022 — Present)

**SAVVAS (Formerly Pearson K-12) — Sr. UX / UI Designer:** Created wireframes, data visualizations, illustrations, high-fidelity visuals for ReadingSpot and SuccessMaker apps. SuccessMaker is a K-8 math and literacy program; its adaptive learning edTech offers courses and enables teachers and district admin nationwide to assess and boost student performance to meet national standards. ReadingSpot — a digital library featuring 3,500+ eBooks — empowers teachers to assign books to their K-6 classes and students bookmark favorites and work on assignments. The app also features audio narration, highlighting, note-taking, reporting, and teacher support. (2021)

**BARNES & NOBLE COLLEGE — Sr. UX Designer:** Introduced bluesky Sketch concepts illustrating potential services for college bookstores — personalized course management, lifetime learning, tourism, networking features for students and alumni. Created info architecture and interactive Axure responsive web prototypes proposing megamenu, UX flows for course materials lookup and apparel and memorabilia purchases. (2019 – 2020)

**TRIPADVISOR / VIATOR — Sr. UX / UI Designer:** Proposed eCommerce strategy, UX / UI responsive designs for both TripAdvisor and its Viator subsidiary brand to boost eCommerce conversions and brand loyalty. Created designs promoting attraction admission ticket sales, integration of PayPal and ApplePay into checkout, Designed photo gallery, product detail page updates, wishlists, community forums and tour reviews, quickview product snapshots, content sorting, cross-sells, product recommendations, package bundling, pricing detail, etc. Introduced bulleted key facets (e.g. duration, tours genre) product cards comparison. Design winner in tech hackathon project. Designed visuals in Sketch and created interactive prototypes for user-testing. (2018 – 2019)

**MCGRAW-HILL EDUCATION — Sr. UX Designer:** Created UX wireframes conceptualizing eCommerce strategy to market MHE's textbooks and digital adaptive learning products to various target audiences including faculty, students, admin, professionals. Designed UX concepts for PreK-12 schools' site integration with higher ed in collaboration with MHE and Sapient product teams. **Lead UX strategist on content strategy team —** Nominated by eCommerce product managers for UX and content strategy accomplishments. Product team reported a 60% revenue increase within first year. Introduced IA and lead gen content strategy to templated digital platform product marketing microsites, key discipline portal pages, and redesigned site for personas-driven search and browse customer journeys. Created interactive Invision prototypes for user-testing. Interviewed users for qualitative UX research.

Also, principal UX / UI designer on MHE's international division's new responsive mobile eCommerce website. Introduced new concepts for homepage dashboards, shop and checkout flows, wishlists, etc. Collaborated with UK directors of eCommerce and digital strategy, technology leads, and UX team. (2014 - 2018)

**SMART DESTINATIONS — Sr. Interactive Visual Designer, eCommerce Strategist:** Provided UX and product positioning strategies designed to boost eCommerce sales of their multi-attractions admissions pass product lines. These passes enable consumers to receive steep savings up to 55% off gate prices. Collaborated closely with Chief Marketing Officer and eCommerce Director to define and differentiate product lines during major rebranding overhaul. Proposed wireframe concepts for new potential functionality for three product lines shared by several destination cities. Designed opt-in email ads for Costco. (2014)

**RACEPOINT / DIGITAL INFLUENCE GROUP — Sr. UX Designer:** Designed info architecture and user-experience unifying several Kaiser Permanente's related microsites within the new responsive Kaiser Share website design framework. (2013 – 2014)

**MOBIQUITY — Sr. Interactive Visual Designer:** Designed visuals and provided omni-platform UX consultations for enterprise-class mobile and digital solutions. Created visual design styleguides with detailed annotations for mobile developers.

**Mobiquity Mobile Projects included:**

**Boston Globe —** Designed a new subscription fee-based native iPhone news app. Researched and wrote competitive analysis of mobile visual design and UX trends.

**Weight Watchers —** Redesigned native iPhone, Android, and iPad apps to reflect new UX updates and to meet American Disabilities Act's visual design requirements. Integrated functionality from their two apps—Barcode Scanner and Points Tracker—and unified design for cohesive brand experience. (2012 - 2013)

**My Other Mobile App Projects:**

**Panera Bread (Kiosk, Website), VistaPrint (iPhone), State Street (iPad), The Weather Channel (iPhone).**

**MONSTER — Interaction Designer, Global UX:** Created wireframes for UK Dept for Work and Pensions (DWP)'s \$20M large-scale, CMS-driven job boards website, and for cookies directive implemented across Monster's European-based microsites. Introduced lead gen strategies to cultivate Yahoo site readers' engagement with BeKnown and Monster job search tools. Created mental models and a responsive web prototypes illustrating my proposed new Monster services targeting startups and non-profits. (2012)

**GUNNER TRAINING / FIRECRACKER — Principal Sr. UX + Visual Designer:** Conceptualized UX and designed UI for an adaptive learning edTech that provides individualized USMLE (Step 1) and MCAT prep. Created data visualizations. Designed logo, website, and landing pages. Wrote marketing copy. Founded by Harvard-trained physicians, app applies cutting-edge spaced learning strategies to boost med students' content retention and test scores. (2008 – 2010)

#### NEWSPEED MARKETING — Sr. Designer:

Designed SEO-optimized websites, flash-animated ads and website splash banners, identity (logo brand development), opt-in emails, eBooks, and landing pages reflecting SEO best practices primarily for clients in b2b and high-tech sectors. Provided art direction to freelance designers and branding consultations on client projects. Expanded Newspeed's identity design capabilities and defined their standard methodology.

Introduced UX wireframes / storyboard development as a new official service offering to clients. Instrumental in helping Newspeed formalize its content strategy, IA and UX methodology as key services. Established best practices for logo design and landing page designs for higher clickthrough rates. (2007 – 2010)

#### Newspeed Highlights:

Clients included Dunkin' Donuts, Intuit, Redhat, Ascendent Systems (a RIM company), Brainloop, Utimaco, Neolane, Marathon Technologies, VFA, Océ, World Energy, Critical Links, Genomequest.

#### FEINSTEIN KEAN HEALTHCARE

(a division of Ogilvy PR Worldwide) —

**Visual Brand Designer:** Designed logos for biotech, healthcare, and pharmaceutical related sectors. Created printed postcards, newsletters, brochures, posters. (2006)

#### NEW ENGLAND BAPTIST HOSPITAL —

**Sr. UX/ UI Designer:** Created use case scenarios, IA, and designed UI for app used by hospital clerks, physicians and patients. Online app designed to streamline hospital claims processes and improve care. Designed flash promo. (2005 – 2007)

#### CELLEXCHANGE / CAMBRIDGE EXECUTIVE ENTERPRISE (CEE) — Lead UX + UI Designer

on their executive workshop teams for clients US Army and Citigroup. Collaborated with CEE / CellExchange's team to identify clients' business needs and design custom web-based prototypes of IT solutions to increase clients' ROI and launch innovative services and departments. For US Army project: developed prototypes for a HR recruiting and resource allocation app. Directed UI developers in India on development of CSS page prototypes. (2005)

#### ZIPGLOBAL — Creative Director + Sr. Designer:

Devised branding and marketing initiatives to promote their new VoIP phone service to international and domestic consumers. Designed logo, website, print and online ads (English and Chinese versions), brochures, tradeshow art, retail package, identity, posters. Provided content creative direction and copywriting services. Ran Google ad campaigns. Managed backend developer and copywriter (2003 – 2004).

#### CHARNEY RESEARCH — Webmaster + Content

Writer: Designed website, e-newsletters, and ads for this NYC-based socio-political polling and market research consulting agency. Wrote site content including summaries of their research papers and news articles. (2003 – Present)

#### QUOTIENT ADHD (formerly OPTAX) — Created UI

visuals for a multimedia software product developed by McLean Hospital to diagnose ADHD in children. Designed brochure, posters, business cards, print and banner advertisements. (2001 – 2002)

**EXTRAPRISE — Web Designer in the Integrated Marketing Group (IMG):** Devised websites' info architecture; created UX wireframes and visual designs for client projects. Researched industry site heuristics and established web design methodology. Wrote design styleguide. Created corporate direct mail postcards, ads, print collateral. Introduced concept and created preliminary beta for an innovative viral marketing strategy. Assisted with IMG new business development. Researched and presented marketing strategies for clients. Wrote competitive site audits for client leads. (1999 – 2001)

#### Extraprise Highlights:

Lead UX / visual designer on website project for client Emerson & Cuming selected as Finalist in prestigious 2001 MIMC / MITX (Mass Innovation Tech Exchange) Award – ranked one of New England's best websites. Clients included: Allied Signal (Honeywell), Teradyne, MatrixOne, Commonwealth Capital, XL Capital.

#### OTHER CLIENTS INCLUDED:

PBS / WGBH, Ledge Multimedia, Six Red Marbles, Wellesley Centers for Research on Women, City of Cambridge, MIT Sloan School (Marketing & PR), Beansprout Networks, Chinese Culture Connection, Asian Task Force Against Domestic Violence

#### RELEVANT TECHNOLOGY EXPERIENCE:

Figma, Sketch, Invision, Axure, Omnigraffle, XD, Miro, Photoshop, Illustrator, InDesign, Dreamweaver, Perplexity AI, ChatGPT, Gemini, JIRA.

## Education

#### WELLESLEY COLLEGE (Wellesley, MA)

##### B.A. with Honors in Media Arts — pioneered independent major in design communications:

Concentration in psychobiology and economics. Studied sociology, philosophy, personality psychology, management basics. Exhibited Interactive Art in SIGGRAPH and Boston Print Symposium.

Massachusetts Institute of Technology courses completed for Wellesley B.A. in Media Arts major:

**MIT Sloan School of Management** — eCommerce & Marketing (co-taught by Profs John Little, Erik Brynjolfsson) and Marketing for Entrepreneurs. Studied eCommerce's impact on brick-and-mortar, product and service bundling within dotcom era, and WSJ's content strategy. Wrote an independent research analysis / report on the Gap, Banana Republic, and Old Navy brand and eCommerce strategy for different target audiences and subsidiaries.

**MIT Media Lab + HASS** — Media Arts, Web Design & Communication.

## Leadership

#### WAAM (WELLESLEY ALUMNAE & AFFILIATES IN MULTIMEDIA)

**Founder and President** — WAAM, a network of Wellesley and MIT alumni dedicated to entrepreneurship, professional development and pioneering creative projects. Created topic agenda and led dinner discussions with guest speakers on educational topics that included: evolutionary artificial intelligence, online communities, SEO and social media, multimedia, sound design, consulting, organization in hi-tech startups. Organized a public exhibition of WAAM projects at the 2001 Boston Cyberarts Festival. Served as a management team officer at Wellesley College Alumnae of Boston. (2001 – 2011)

#### Continuing Education:

- **Massachusetts College of Art** — graphic design studies included typography, flash, and advertising concepts. (2005 – 2006)

#### ART AWARDS + INDUSTRY RECOGNITION:

- **Massachusetts Innovation & Technology Exchange (MITX) Award Finalist** — in Manufacturing Category — website ranked one of New England's Best. (2001)
- **Debuted on Local Community Access T.V.** — interviewed by Asian Spectrum; my multimedia project "Si-Ming: Field of the Heart" broadcasted live to Boston and Malden Chinese communities. (2001)
- **New England Drama Festival Art Awards** — two awards for "excellence in tapestry painting design" given by Boston Globe and Drama Guild.
- **Boston Globe Honorable Mention Award** — Boston Globe's Annual Statewide Art Competition.