Janet Si-Ming Lee
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Summary

Boston Globe and MIMC/MITX Award recognized designer and illustrator with over a decade of professional consulting experience creating lead gen strategies, UX wireframe prototypes, SEO-optimized websites and promotional material. Designed 60+ client websites as well as for print (ads, brochures, identity design, t-shirts, package labels, posters). Strategic. Entrepreneurial. Excellent concept metaphor development skills. Keen sense of marketing copywriting with knowledge of search engine optimization considerations. Seeking a part-time or full time permanent design position, or freelance creative projects.

Services + Skills:

- **web + print design**
- **IA + user-experience strategy**
- **branding + identity design**
- **illustration**
- **creative direction**
- **social media + marketing strategy**

Experience

1998 - Present
Siming Cybercreative (Somerville, MA)
Principal

Consulting Projects Include:

Monster — **Interaction Designer, Global UX:** Created wireframes for UK Dept for Work and Pensions (DWP)'s large-scale, CMS-driven job boards website, and for cookies directive implemented across Monster's Europe-based microsites. Introduced lead gen strategies to cultivate Yahoo site readers' engagement with BeKnown and Monster job search tools (2012).

Gunner Training — **Principal Sr. UX Designer:** Conceptualized UX and designed GUI for online platform that provides individualized USMLE (Step 1) and MCAT prep. Designed logo, website, and landing pages. Founded by Harvard-trained physicians, app applies cutting-edge spaced learning strategies to boost med students' info retention and test scores (2008 – 2010).

Feinstein Kean Healthcare (a division of Ogilvy PR Worldwide) — Designed logos for biotech, healthcare, and pharmaceutical related sectors. Created printed postcards, newsletters, brochures, and posters (2006).

New England Baptist Hospital — Created use case scenarios, IA, and designed GUI for application 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 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. In 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. Managed backend developer and copywriter (2003 – 2004).

Madsen, Kneppers & Associates (MKA) — Redesigned website for construction consulting firm with 15+ offices nationwide. Consulted on branding. Designed new identity materials, collateral inserts, promos, PowerPoint templates, tradeshow art in their major rebranding initiative (2002 – 2003).

OPTAx Systems — Illustrated GUI graphics for a multimedia software product developed to diagnose ADHD in children. Designed brochure, posters, business cards, print and banner advertisements (2000 – 2002).

Other clients included: **PBS / WGBH, Ledge Multimedia, Six Red Marbles, MIT, Wellesley Centers for Research on Women.**

2007 – 2010
Nowspeed Marketing (Westborough, MA)
Senior Designer

Designed search engine optimized websites, flash-animated ads and website splash banners, identity (logo brand development), opt-in emails, e-books, 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 Nowspeed's identity design capabilities** and defined their standard methodology.

Introduced user-experience wireframe / storyboard development as the company-wide standard web design methodology and as a new official service offering to clients. Wireframes defined user-experience and functionality mapping for deeper content sites. Instrumental in helping Nowspeed **formalize its IA methodology** and emphasize content architecture strategy as a key Nowspeed service offering.

Highlights:
Clients included Dunkin' Donuts, Intuit, Redhat, Ascendent Systems (a RIM company), Marathon Technologies, Involve Technology, VFA, World Energy, Double-Take, Brainloop, Neolane, Océ, Genomequest.

1999 – 2001
Extraprise (Boston, MA)
Web Designer in the Extraprise Integrated Marketing Group (IMG)

Created design concepts and Photoshop page layouts. Selected stock photos and created image collages. Researched and provided marketing strategy consultations for clients.

Devised website's information architecture for client projects: Developed user-experience wireframes /storyboards. Collaborated with backend development team to plan website functionality development and QA efforts. Researched industry site heuristics and established company guidelines for best web design methodology. Wrote design styleguides.

Introduced concept and created preliminary beta for an innovative viral marketing strategy. Assisted with IMG new business development efforts. Wrote competitive site audits for potential client leads. Created corporate direct mail postcards, ads, print collateral.

1999 – 2000
MIT Sloan School of Management   (Cambridge, MA)
Web Designer + Webmaster in MIT Sloan Communication & PR Office

Redesigned MIT Sloan Alumni website. Devised new IA strategy and page layouts.
Supervised MIT student production team in web development.
Created graphics and updated content for MIT Sloan website's top-level news features.
Redesigned MIT Sloan's online news feature archive center and their business publication *ROI*.

1998 – 1999
Beansprout Networks, Inc. (Cambridge, MA)
Product Development Coordinator on Beansprout Child Care Network

Created info architecture and user-interface for Lockheed intranet and six large-scale child care e-community extranets: Developed HTML pages and graphics for clients' websites. Advised child care agencies on development of their online services and provided tech support.

Education

1994 - 1998
Wellesley College (Somerville, MA)
B.A. with Honors in Multimedia Arts—pioneered independent major in media arts

Relevant coursework included: multimedia, electronic imaging, painting, 2-D Design. Studied psychology, biology, philosophy, sociology, economics, management basics. Exhibited Interactive Art: SIGGRAPH '98. Boston Print Symposium '97.

1997 - 1998
Massachusetts Institute of Technology (Cambridge, MA)

Courses completed for Wellesley B.A. in media arts major:
MIT Sloan School of Management – eCommerce & Marketing, Marketing for Entrepreneurs.
MIT Media Lab + HASS – Media Arts, Web Design + Communication.

Leadership

Founder and President, WAAM (Wellesley Alumnae & Affiliates in Multimedia), a network of Wellesley and MIT alumni dedicated to entrepreneurship, professional development and pioneering creative projects. Create topic agenda and coordinate 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 – Present).

Highlights:

Creative Lead + Designer on website project for client Emerson & Cuming's website project selected as Finalist in prestigious 2001 MIMC/MITX (Mass Innovation Technology Exchange) Award – ranked one of New England's best websites.

Lead Designer on projects: Allied Signal (Honeywell), Teradyne, MatrixOne, Corporate Executive Board. Graphic Artist on client projects for One Liberty Ventures, Commonwealth Capital, XL Capital.

Technology Experience:
- **Omnigraffle**
- **Photoshop**
- **Illustrator**
- **Dreamweaver (HTML + CSS)**
- **Flash**
- **InDesign**
- **QuarkXpress**
- **PowerPoint**
- **Word**

Art Awards + Industry Recognition:
- **2001 MIMC/MITX Awards Finalist in Manufacturing Category — website ranked one of New England's best.**

- **Guest Speaker on Cambridge Community T.V. (CCTV): "High Tech Fever" weekly show hosted by MIT Sloan instructor Joost Bonsen. Discussed hi-tech, WAAM and creative entrepreneurship (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).**

- **1994 New England Drama Festival Art Awards — two awards for "excellence in tapestry painting design."**

- **1990 Boston Globe Honorable Mention Award – Boston Globe's Annual Statewide Art Competition.**

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