

Janet Si-Ming Lee

DESIGNER :: SIMING CYBERCREATIVE

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SUMMARY

Boston Globe and 2001 MIMC/MITX Award recognized designer and illustrator with nine years of professional consulting experience. Designed over 35 client websites as well as posters, ads and other print material. Strategic thinker. 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:

- web + print design
- information architecture development
- brand + marketing strategy
- identity development
- illustration
- creative direction
- content writing

EXPERIENCE

1997 - Present

Siming Cybercreative (Somerville, MA)
Principal

CONSULTING PROJECTS INCLUDE:

Feinstein Kean Healthcare (an Ogilvy PR Worldwide branch) — Design logos for biotech healthcare, and pharmaceutical related sectors. Create postcards, newsletters, brochures, and posters (Summer 2006 – Present).

Six Red Marbles — Lead Designer on a website redesign project for a multimedia educational software firm. Created design concepts that were preferred over 25 other design comps by 7 other designers. (Winter 2006).

New England Baptist Hospital — Create use case scenarios, information architecture, and user-interface look and feel for gui application used by hospital clerks, physicians and patients. Application designed to streamline hospital claims processes and improve patient care. Design flash promo (2005 – Present).

CellExchange / Cambridge Executive Enterprise (CEE) — Lead GUI Designer on their executive workshop teams. Collaborate with clients to identify business needs and design customized web-based prototypes of strategic applications.

1999 – 2001

Extraprise (Boston, MA)

Web Designer in the Extraprise Integrated Marketing Group (IMG)

Creative Lead + Designer on website project for client Emerson & Cuming. Website selected as Finalist for prestigious 2001 MITX / MIMC (Massachusetts Interactive Media) 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.

IT solutions aimed to increase clients' ROI and to innovate. Clients included Citigroup and US Army. Direct UI developers in India on development of CSS page prototypes (2005 – Present).

ZipGlobal — Creative Director + Senior Designer. Devised branding strategies and marketing initiatives aimed at promoting their new VoIP long distance phone service for international consumers. Designed logo, website, print and online ads (English and Chinese), brochures, tradeshow art, retail package, business cards, posters, PowerPoint template. Provided content creative direction and copywriting services. Managed backend developer and copywriter on website development (2003 – 2004).

Madsen, Kneppers & Associates (MKA) — Redesigned website for construction consulting firm with over 15 offices nationwide. Consulted on branding. Designed new identity materials, website announcement cards, collateral inserts, promos, PowerPoint presentation templates, and tradeshow art graphics (2002 – 2003).

American Shanghai/Beijing Educational Experience (ASBEE) — Publicity Director + Program Coordinator: Created website, marketing strategy and print materials to promote new summer cultural exchange program. Managed ASBEE publicity team and student inquiries. (2002 – 2004).

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

MIT Sloan Alumni Relations — Redesigned MIT Sloan Alumni Relations website. Devised new content architecture and page layouts. Supervised MIT student production team (1999 – 2000).

Wellesley Centers For Women — Initiated concept and template design prototype for corporate intranet used by over 150 employees. Redesigned research project group microsites (Spring 1999 – Fall 1999).

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

Devised website content 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 Styleguide documents.

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

EXPERIENCE CONTINUED:

1999 – 2000

MIT Sloan School of Management (Cambridge, MA) Web Designer + Webmaster — MIT Sloan Communication & PR Office

Created graphics and updated content for MIT Sloan website's top-level news features and releases. Redesigned MIT Sloan's online news feature archive center and business publication ROI.

1998 – 1999

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

Created content 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 the development of their online services and provided basic technical support.

Summer 1997

2d Interactive, Inc. (Boston, MA) Research and Development Intern

Maintained online retail database of over 120 kiosk locations nationally. Researched portfolio ads. Produced graphics for interactive multimedia kiosks and website displaying pop art posters.

1998 – 1999

Wellesley College (Wellesley, MA) Electronic Imaging Assistant to Art Professor

Designed and updated Art Department Website on gallery exhibition and curriculum info. Trained students and faculty on how to use electronic imaging technology. Managed Sound Imaging Lab.

EDUCATION

1994 - 1998

Wellesley College (Somerville, MA)

B.A. with Honors in Multimedia Arts (self-designed major).

Concentration in Economics.
Coursework included: Multimedia, 2-D Design, Electronic Imaging, Photography, Painting, Printmaking, Sociology, Personality Psychology, Philosophy, Health Economics.

Exhibited Interactive Art: Boston Print Symposium '97, Ruhlman Conferences '97 and '98, SIGGRAPH '98.

1997 - 1998

Massachusetts Institute of Technology (Cambridge, MA)

Coursework included for B.A. degree:
MIT Sloan School of Management – e-Commerce & Marketing, Marketing for Entrepreneurs.
MIT Media Lab – Intro to Media Arts and Science,
MIT HASS – Web Communication + Design.

TECHNOLOGY EXPERIENCE:

- HTML + CSS.
- Photoshop
- Illustrator
- Dreamweaver
- Flash
- ImageReady
- InDesign
- QuarkXpress
- PowerPoint
- Word

SKILLS:

- Conversant in Cantonese (Chinese) and Spanish
- Knowledge of search engine optimization in web design considerations.
- Skilled with Mac and PC Platforms.

ART AWARDS:

- 2001 MIMC/MITX Awards Finalist in Manufacturing Category – website ranked one of New England's best.
- 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).

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 including: evolutionary artificial intelligence, online communities, multimedia, sound design, freelancing, organization in hi-tech startups.

Organized a public exhibition of WAAM projects at the 2001 Boston Cyberarts Festival (2001 – Present).

Board Member, Wellesley College Alumnae of Boston (WCAB). Authored the Sub-Club Constitution, guidelines for WCAB members on how to found, develop, and govern their own sub-club organizations (2001 – Present).

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 – Present).

Debuted on local community access T.V. – interviewed by the Asian Spectrum and my multimedia project "Si-Ming: Field of the Heart" broadcasted live to Boston and Malden Chinese communities (Spring 2001).