



song lee

EDUCATION

2015 – Present

SCHOOL OF VISUAL ARTS

MFA Interaction Design

Courework: User Experience Design, Coding, Service Design, Research Methods, Strategic Innovation, Physical Computing, and Design in Public Spaces.

2014 – 2015

Special Program with the BFA Design Department Chair at SVA.

Selected to be the Special Student of Richard Wilde for one year program. Focus: Interaction Design, Digital Design and Information Design. *Deans List.*

2009 – 2013

RHODE ISLAND SCHOOL OF DESIGN

BFA Graphic Design

Focus: Typography, Color Theory, Concept Design and Digital Design.

EXPERIENCE

2013 – 2014

DIMASSIMO GOLDSTEIN

Graphic & Interaction Designer (New York, NY)

Print, web, mobile and branding work for a wide range of brands, including United Nations, FreshDirect and Reader's Digest.

Reader's Digest: Introduced global redesign of the magazine including its logo, cover and interior layouts for all global editions.

2012 – 2013

Intern & Freelance Designer

Information graphics, print, web and branding work for clients including Time Warner Cable, C-Wonder and St. Luke's Hospital.

2011 Summer

RO NEW YORK

Design Intern (New York, NY)

Interface design, product development and branding work for clients including L'oreal, Margo Manhattan and Anti-Eco.

SKILLS

UX Design
Multi-device UI Design
User Research & Testing
Wireframes & Prototypes
Type Design
Brand Identity Design
Information Design
Microsoft Office
Adobe Creative Suites
Processing / Javascript

REFERENCES

Ty Wong

Vice President / Creative Director
Nickelodean
tyberius.wong@gmail.com

Mark DiMassimo

CEO / Chief Creative Officer
DiMassimo Goldstein
mark@digobrands.com

CONTACT

Song Lee

Interaction Designer

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RECOGNITION

Achievement

One of the finalists to compete at the IxDA Student Design Challenge during the Interaction16 conference in Helsinki, Finland in March 2016.

Published Work

Reader's Digest Gets a Fresh New Redesign, SPD
Reader's Digest Gets Redesigned for 2014, YouTheDesigner
Reader's Digest Unveils Its New Look, FreeportPress
Cover Battle: Reader's Digest or The New Times Magazine, Fishbowl NY
Redesigns for the new issues of Vancouver & Reader's Digest, Magazine Awards
A Return to Yesterday, but in a Fresh new way, Mr.magazine
Reader's Digest Celebrates Makeover With Free Digital Issue, Refinery 29
Reader's Digest Redesigns, Folio