

**yoonsun lee**

yoonsunlee150@gmail.com  
<https://yslportfolio.webflow.io/>

917 587 9628

## **Experience**

ysl150  
Brand and Innovation Digital Consulting  
Principal

Projects Include:

### **Revlon**

#### *2018 to present*

Process Management Analysis and Systems Innovation  
Conversion of Wordpress/Symphony Commerce to Shopify Plus  
Scaling and Automation Recommendations  
Git/AGILE Asset Management with real time moderation tooling setup  
Headless Ecommerce tooling for IOT/Point of Sale Demonstrations,  
reusable code components  
Geo Entitlement and Segmentation Reporting and Data Modeling  
GraphQL with Design Templates (VUE/Shopify SDK) Architectures  
API integration tools for Email/Social Marketing Campaigns  
Salesforce Marketing Cloud to Salesforce Commerce Cloud (Unique User Key Tagging)  
Site Genesis to SFRA headless workflow  
Responsive Template and Asset Management Toolkit Development

### **Con Ed**

#### *2017*

Smart Cities Documentation  
Existing Conditions Audit  
Azure / Docker / Wordpress Architecture Recommendations  
Power BI/Analytics geo segmentation reporting  
ARC GIS Interactive Mapping  
IA API endpoints management for IOT /Unique IP/ Location Tracked TLS file exchange

Staff

### **Virtusa Management Consulting**

#### *2016-2017*

Projects include

### **Standards & Poor**

Front End Design Templates for Pega Integration with Angular based UI

### **NY Life**

Responsive Design System for On Boarding Mobile Application

Staff

### **HBO**

#### *2006-2012*

Early Stage Product Development Design HBO/GO Cinemax/GO  
User Testing Affiliate Market Partners: Comcast, Verizon, Apple, Google, Direct TV  
Design and Deployment of HBO/Cinemax GO  
Affiliate Marketing Campaigns to 30 million users/daily campaigns  
Analytics (Omniure)  
Licensing and Asset Management Requirements setup (Open Text/Artesia)  
Hire and train development team that included designers, copy, usability, program management

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Staff and Consulting

**Estée Lauder Companies**

*2001-2007*

Art Direction for Clinique Affiliate Mailers / Irving Penn Photography  
Interactive Training Guides for Estée Lauder Corporate and Lauder Family/  
General Manager Development / Media  
Globalization / Localization Asset Management and Print/Digital Color Standards Process for Clinique Color Guides  
Rebrand of Lab Series for Men  
Product Launch of clinique.com  
Product Launch of Essence for La Mer

Consulting

**theknot.com**

*2005*

Early Stage Product Development / Brand Design  
Affiliate Program Development Partnership with American Express

**Technical**

Advance Creative Suite (Photoshop, Illustrator, InDesign, After Effects, 3D modeling, Cloud-Team based file types/symbols management)  
ARC GIS / SVG / Symbols  
Reactive Web Components (VUE, React, SVG- reusable encapsulated workflows)  
(Gatsby, Next, Gridsome, Svelte)  
Typography (ability to generate @font-face, hand drawn SVG custom fonts)  
Branding Design  
Advanced HTML/CSS/JS  
Advanced Node based Client/Server Integration workflow  
Advanced Deployment IA (Provisioning for Omnichannel, Hybrid, Native Devices/IOT) Open Sourced: Unity Analytics, Segmentation, SEO (GTM, Facebook Pixel, Retargeting)  
Enterprise CMS, CRM, ORM Management (Salesforce, AEM, Pega, Wordpress, Shopify)  
Open Sourced Entitlement and User Tracking Tools  
Legacy IA/Analysis  
Security and Compliance (PCI and HIPAA standards)  
E commerce Architectures / Payment APIs  
API fetching and modeling UI/Code Standards (GraphQL/Templates)  
Asset Management (Open Sourced/GIT Backed, Open Text)  
Animation (traditional stop motion, Digital GSAP, CSS, Cinema 4D - 3D modeling, CGI development)  
Media (Video Encoding/Package Management Standards)  
Traditional and Digital Brand Standards / Reusable Web Components

GIT repository with request

**Education**

BFA Rhode Island School of Design