

**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 (Omniture)

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/Packet Management Standards)

Traditional and Digital Brand Standards / Resuable Web Components

GIT repository with request

### **Education**

BFA Rhode Island School of Design