

Hi, I make pretty things.

EXPERIENCE

PRODUCT DESIGNER

Fjord / Accenture | 2018 - 2019

Visual, Interaction, Product/Service Design, User Research & Usability Testing, Client Consultation, #1 Largest Bank in Canada

PRODUCT DESIGN LEAD

Tami Smart Cities / Green Owl Mobile | 2016 - 2017

Project Management; Branding, Product, UI/UX, Web Design; Information Architecture; Digital Marketing; Lead Generation

CREATIVE DIRECTOR

Inspiritus Press | 2015 - 2017

Web, Digital Marketing & Publication Design; Content Curation & Editorial; Event Planning; Marketing Strategy

DESIGN & BRAND STRATEGY CONSULTANT

Freelance | 2011 - Present

Clients include: Jumbleberry, Essencap, Peopletail, University of Waterloo, EDge, Ambassadors for Christ, and others.

CONFIDENCE



DESIGN & PRODUCTION

Adobe CC, Sketch, Axure, Invision, IA, Prototyping, Wireframing, User Stories/Flows, Journey Mapping, HTML5, CSS3, Javascript, PHP, Wordpress, WooCommerce, Shopify



STRATEGY CONSULTING

Brand Strategy (i.e. positioning, attributes, personality, archetypes, voice, language, messaging etc), Discovery, Heuristics, Market & User Research, Design Thinking, Audit/Evaluation



DIGITAL MARKETING

SEO, SEM, Hootsuite, Buffer, Analytics, Paid Ads, Facebook, Twitter, Instagram, Youtube, LinkedIn



CONTENT

Messaging, Creative Writing, Content Marketing, Copywriting, Technical & Thematic Editing



PROJECT MANAGEMENT

Agile/Scrum, Sprint Planning, Retros, Backlogs, Confluence, Hubspot, Asana, Trello, Slack, Consultation

LEARNING

DIGITAL MARKETING MANAGEMENT

University of Toronto | 2018

ENGLISH & CREATIVE WRITING

York University | 2009 - 2015

WEB DESIGN & DEVELOPMENT

Seneca College | 2008 - 2009

ORGANIZATIONS

- >> Graphic Designers of Canada
- >> The Designers' League
- >> The Writers' Union of Canada
- >> League of Canadian Poets
- >> Golden Key International
- >> Crossroads Literary Festival

SOCIAL

- 1,000,000+ reads
- 30,000+ followers
- 3,000+ likes
- 1,000+ followers
- 1,000+ followers

I'm Steven K.T. Lee. I create world class brands and unforgettable experiences, people first. It's more than pretty: I'm passionate about meaning, strategy, function, impact. steve@tkdesign.ca // tkdesign.ca // 647 898 6965

Hi, I make pretty things.

JUSTIN KIRKEY

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Service & Interaction Design Lead, Fjord / Accenture
My supervisor on a large scale financial services project

BRIAN LAU

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Principal Designer, Mad Studios
My project manager for the University of Waterloo

PAUL LOUIE

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CEO, M.B.A., Essencap Funding LLC
My client for a website redesign

DAVID HULL

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Publisher, Dumagrad Books
My retail and distribution partner

KIRBY

knifeforkbook@gmail.com

Founder, Knife Fork Book Press & Bookstore
My venue and events host

ANDREW LIANG

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Former Project Manager / IT Analyst, Tami Smart Cities / Green Owl Mobile
My colleague on multiple projects

REFERENCES

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