

# Hi, I make pretty things.

EXPERIENCE

## DESIGN LEAD

Jumbleberry, Marketing Agency | 2019 - Present

Brand Strategy & Consultation; Branding, Web, Digital Marketing Design; 2 Brand Launches

## HEAD OF PRODUCT DESIGN

Tami / Green Owl Mobile, Tech Start Up | 2016 - 2017

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

## PRODUCT DESIGNER

Fjord / Accenture, Service Design Agency | 2018 - 2019

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

## DESIGN DIRECTOR & CO-FOUNDER

GÜDE CO., Design Agency / Freelance | 2011 - Present

Clients include: Inspiritus Press, Essencap, Peopletail, University of Waterloo, 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](mailto:steve@tkdesign.ca) // [tkdesign.ca](http://tkdesign.ca) // 647 898 6965

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## **JUSTIN KIRKEY**

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

## **BRIAN LAU**

[brian@mad-studios.com](mailto:brian@mad-studios.com)

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

## **PAUL LOUIE**

[paul@essencap.com](mailto:paul@essencap.com)

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

## **DAVID HULL**

[info@dumgrad.com](mailto:info@dumgrad.com)

Publisher, Dumagrad Books  
My retail and distribution partner

## **CHARLES WEN**

[charles.wen@tami.io](mailto:charles.wen@tami.io)

Founder, C.E.O., C.T.O. Tami / Green Owl Mobile  
My supervisor

## **ANDREW LIANG**

[kwliang.16@gmail.com](mailto:kwliang.16@gmail.com)

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

REFERENCES

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