

Christopher W. Lee

(301) 448-3240 • cwlee626@gmail.com

www.imchrislee.xyz | www.linkedin.com/in/christopherlee23

Core Proficiencies

- ◇ Content Strategy / Content Design
- ◇ Information Architecture
- ◇ Localization
- ◇ Taxonomies
- ◇ Research
- ◇ UX Writing
- ◇ Auditing
- ◇ CMS Design

Professional Experience

- ◇ Facebook (New York, NY | Menlo Park, CA)
June 2020 – present
Content Designer (UX/Product)

Leading pillar work in the Small Business Products & Growth org; helping to build valuable business experiences across Facebook, Instagram, and WhatsApp.

- ◇ Wunderman Thompson [formerly POSSIBLE] (New York, NY)
September 2018 – June 2020
Senior Content Strategist, UX

Wunderman Thompson is leading digital agency within the WPP network. Duties included building metadata schemas/taxonomies, writing interface copy, developing messaging approaches, leading site migrations, identifying opportunities via content audits, analytics, etc., conducting user testing sessions, creating wireframes pursuant to proposed content strategy, developing governance plans/editorial workflows, and articulating findings, insights, updates, and strategy decks to both internal teams and clients.

- ◇ Viacom (New York, NY)
September 2017 – September 2018
Interactive Producer

Viacom is home to the world's premier entertainment brands, including MTV, Nickelodeon, BET, VH1, and Comedy Central. Duties included deriving insights around viewer demographics, developing channel content strategies, collaborating with design teams to create memorable user experiences for web/network mobile apps, and producing interactive content to accompany programs and tentpoles.

- ◇ BRIC Arts | Media (Brooklyn, NY)
August 2016 – September 2017
Digital Media & Marketing Associate

BRIC is the leading presenter of free cultural programming in Brooklyn, and one of the largest in New York City. Duties included leveraging analytics to derive insights for reports, creating strategies for distribution of BRIC & BRIC TV's digital content, creating deliverables for teams across program areas, developing metadata schema/controlled vocabulary for digital asset management system, and serving as a Content Strategist in BRIC's in-house production agency, *studio BK*.

- ◇ Madeo (New York, NY)
October 2015 – July 2016
Content Strategist

Madeo is a design studio that brings together multidisciplinary teams to help companies innovate and grow through human-centered digital products. Duties included:

Uncovering product opportunities aligned to client's business goals, conducting stakeholder interviews, designing surveys, designing wireframes, writing copy for web/mobile products, creating pitch decks, deriving insights via web analytics, heatmap tools, and user testing, articulating CMS back-end architecture, and facilitating CMS training demos.

Education

University of Maryland, Baltimore County, Baltimore, MD
Bachelor of Arts: Psychology | Writing Minor

Certifications

- ◇ Google Analytics Individual Qualification
- ◇ HubSpot Inbound Certification