

James Lee

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education Carnegie Mellon University, Pittsburgh PA (2004 - 2008)
B.F.A. in Industrial Design with a concentration in Human Computer Interaction

experience New Balance Boston/Lawrence, MA

Footwear Design Intern - Lifestyle (Jan. 2010 - Present)
Currently working on several inline collections.

Footwear Design Intern - Studio (Sept. 2009 - Dec. 2009)

Worked closely with New Balance's product innovation group.

- Designed an original sole unit and upper to explore new product direction.
- Designed ad concepts, which were presented to focus groups to identify new product positioning.

Reebok International Canton, MA

Footwear Design Apprentice (Sept. 2008 - Aug. 2009)

Invited to participate in Reebok's Design Apprentice pilot program, which was a one year post-graduate training program designed to provide practical knowledge of a footwear designer's role in the athletic industry. Contributed in defining the long term goals and structure of the program.

- Rotated between multiple categories (basketball/training/kids).
- Assisted designers with concept ideation, tech packs, colorways, and presentations.
- Designed an original upper and sole concept for basketball.
- Designed footlocker exclusive concepts and colorways.
- Responsible for sublimation pattern for an inline women's training shoe.

Footwear Design Intern - Basketball/Men's Training (Summer 2008)

- Assisted designers with concept ideation, tech packs, colorways, and presentations.
- Weekly team meetings with the Creative Director of Reebok to produce presentation material and book that was given to everyone in the company to promote brand consistency between departments.

Design Intern - Sports Licensed Division (Summer 2007)

- Researched and developed concepts for a future football padding system.
- Assisted designers with upcoming line of NFL fan gear.

sponsored projects

General Motors (Nov. 2006 - May 2007)

Redesigned concepts for HVAC control/experience relying heavily on research.

Calphalon (Sept. 2006 - Nov. 2006)

Designed a cookware concept for new line of outdoor cooking products.

Leed's (March 2006)

Designed a lunch bag for cubicle dwellers to encourage social interaction.
Working model was produced in China.

activities/honors

Industrial Designers Society of America Student Chapter Member (2005 - 2008)

National Art Honor Society Treasurer (2002 - 2004)

Pennsylvania Governor's School for the Arts (2003)

skills

Illustrator

Photoshop

InDesign

Alias Sketchbook Pro

Footwear Sublimation Pattern

Freehand Visualization

3D Prototyping

Rapid Prototyping