

KEVIN CHIA WEI LEE

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KEI-LI.com/portfolio

EDUCATION

- Carnegie Mellon University, Entertainment Technology Center** **May 2020**
Master of Entertainment Technology
- McGill University, Montreal (Canada)** **2014**
Bachelor of Arts and Science in Biology, Economics, and East Asian Studies

ACADEMIC PROJECTS

- Building Virtual Worlds*** **2018**
Carnegie Mellon University
- Collaborated with rotating class teams to build 5 AR, VR and Xbox video games within 3 months, principally contributing as sound designer/composer, script writer and producer for all teams
 - Synthesized creative ideas from mixed teams of programmers and artists to develop the creative direction, contributing scriptwriting and storyboarding in addition to 2D animation and design, managing the creative process and leading the teams to completion

WORK EXPERIENCE

- Musician/Performer, Darker Than Wax/Urbnet*** **2015-2018**
- Released 3 albums (digital and vinyl) as producer, singer/songwriter, and multi-instrumentalist earning more than 250,000 streams worldwide, appearing on BBC 1Xtra, 88rising, and Vice media platforms
- Creative Marketing Manager, BrandSpark International*** **2016-2017**
- Designed, coordinated, and managed a \$100K creative marketing campaign with Amazon Media Group that included around 30 million impressions that exceeded Amazon benchmarks and generated \$300,000 in ad-attributable sales to our clients
 - Oversaw creative marketing campaigns as well as the visual branding of both client-facing and consumer-facing materials for all BrandSpark divisions, while responsible for email marketing, lead and data capture, survey programming, & front-end web design
 - Integrated emerging web technologies and SaaS programs with creative campaigns including a branded mini-game, landing pages, animated videos, and out-of-home digital billboards all over downtown shopping center in partnership with out-of-home media agency Outfront Media
- Design & Brand Communication Specialist, Shopper Army*** **2014-2016**
- Managed and designed a sampling campaign for all Canadian universities in partnership with TORSTAR specifically targeted at millennials which drove over 10,000 email signups and product reviews from a printed creative in 3 weeks
 - Designed wireframes and final user interfaces for consumer-facing mobile app

NOTABLE ACCOMPLISHMENTS

- Wednesday*, Vinyl EP released through Urbnet **2018**
- 3rd Place*, World of Dance Toronto Upper Solo Competition **2017**
- GTA Funk*, Vinyl EP released through Darker Than Wax **2017**
- 5th Place*, C2C 'Happy' Official Remix Competition **2013**
- Guest Dancer*, Canadian Hip Hop Nationals **2011**

SKILLS

<i>Tools</i>	<i>Disciplines</i>	<i>Languages</i>
Adobe Creative Suite	2D Animation/Graphic Design	Mandarin
FL Studio, Logic Pro, Ableton	Sound Design	French
Pro Tools, Audition, Audacity	Game Design	