

# DANIEL LEE

Industrial Designer &  
Creative Learning Designer

Industrial Designer & Creative Lead passionate about designing experiences that connect people, emotion, and learning. Combines empathy, storytelling, and strategic thinking to turn everyday insights into meaningful products and systems.

 Oakland , CA       [dannleedesign.com](http://dannleedesign.com)  
 dandesign0903@gmail.com

## Experience

**Design Manager /  
Industrial Designer**  
**Petwise, Inc**

Novato, CA | April . 2023 – Present

- Started as an Industrial Designer, designing pet products across brands including SmartyKat, Godog, and Sherpa.
- Promoted to Design Manager after one year to lead design team and product development from concept to manufacturing.
- Collaborate with cross-functional teams in the U.S. and China to deliver innovative designs to the market
- Focus on enhancing pet-owner experiences through empathy-driven design and creative leadership.

**Freelance Designer**

Oakland, CA | August 2025– Present

- Design brand identity, logos, menus, interiors, and websites for local restaurants.
- Develop cohesive brand experiences through storytelling, merchandise design, and customer interaction.
- Explore how visual design shapes emotion and builds connection between people and spaces.

**Design Intern**

**Unemployed Co.,LTD**

South Korea | Jan–Mar 2021

- Contributed to early-stage brand identity and packaging concepts for a beverage start-up.
- Conducted market research and developed packaging for product launches and retail presence.

## Education

**California College of the Arts (CCA)** Sanfrancisco, CA  
09.2019 – 05.2022 / Bachelor of Fine Arts in Industrial Design

**University of the Arts (Uarts)** Philadelphia, PA  
09.2014 – 05.2016 / Bachelor of Fine Arts in Industrial Design

## Languages

**English / Korean**

## Skills

**Design & Strategy**

Human-Centered Design · Experience Design · Creative Direction · Design Research

**Technology, AI & Tools**

Figma · Adobe Creative Suite · SolidWorks · KeyShot · AI-Assisted Ideation (ChatGPT, Midjourney, Vizcom) · Generative Design · Concept Visualization with AI

**3D modeling**

Digital Fabrication · 3D Printing · Model Making · Rapid Prototyping

**Creative Communication**

Workshop Facilitation · Cross-Cultural Collaboration · Empathy Mapping · Visual Storytelling