Allison W. Lee

Email: leewensim@gmail.com   **Phone:** (650)-703-1398   **Portfolio:** www.leewensim.com
Address: 1595 Wedgewood Drive, Hillsborough CA 94010, USA   **Timezone:** Pacific (GMT-7 / GMT-8)

PROJECT WORK

Merchandise Production & Self-Publishing

- Organized, developed, led, and handled sourcing, logistics, and mass production from start to finish on fan merchandise projects, multiple of which have grossed over $100,000. Passionate about designing unique, playful, and joyful products. Dedicated to forming and maintaining consumer trust through high-quality items that delight.
- Managed scheduling, development, and production deadlines. Pushed solo and group production projects to completion. Responsible for managing and tracking projects from ideation to fulfillment. Experience with ordering merchandise in large quantities (2,000+ units). Shipped and fulfilled orders globally.
- Created deliberate and well-thought branding, packaging, illustrations, marketing graphics, websites, and video trailers to advertise to retail customers. Took product photos, designed and coded e-commerce storefronts with Google Analytics integration, and created themed social media campaigns and giveaways to advertise merchandise.
- Led and participated in development of usable, suitable, thoughtful items based on games and television. Worked on merchandise production for independent creators according to their brand guidelines and audience.
- Collaborated with and built strong rapport with large teams (75+) of contributing independent creators and artists. Reviewed and checked artwork submissions for quality, adherence to manufacturer specifications, and project suitability.
- Directed projects and artbooks for charity that have sold 1,000+ copies, multiple of which resulted in a final donation of $20,000+ for various charitable organizations (Tea Leaf Trust, Action Against Hunger, Colon Cancer Coalition).

Freelance Artwork & Small Business: *Adobe Photoshop, Illustrator, InDesign, AfterEffects*

- Design, source manufacturers, market, ship, and sell custom merchandise of own artwork, following the product development cycle from start to finish. Brand has reached 10,000+ sales, shipping worldwide.
- Attend comic and anime conventions selling artwork as a vendor since 2011. Deeply familiar with fan culture, online community, and merchandise trends.
- Create freelance illustrations and branding assets for contract work according to client specifications. Communicate with clients through multiple revisions to deliver a satisfying and excellent final product.
- Additional experience with video editing, book formatting, product photography, creating marketing material, sales analysis, and running a small business.

Web Development: *HTML5, CSS, Javascript, NodeJS, GCP/AWS*

- Designed, implemented, and deployed homepages for small businesses with custom domain, animated loading screens/menus, product listings, Google Analytics, and e-commerce integration.
- Created an ARG running on a web dashboard built with HTML5/CSS/Javascript/React.js. Integrated the web dashboard with a Discord chat bot.

SKILLS

Software: Adobe Suite (Photoshop, Illustrator, InDesign, AfterEffects, Audition), Autodesk Maya, Blender
Programming: HTML5/CSS, PHP, Javascript, Java, C/C++/C#, Python, NodeJS
Additional Technologies: Google Analytics, GCP/AWS, Unix OS/Bash, OpenGL
Spoken Languages: English (Fluent), Japanese (Conversational), Mandarin Chinese (Conversational)

EDUCATION

California Polytechnic State University, San Luis Obispo   September 2014 - December 2019

Bachelor of Science, Computer Science
Minor in Computing for the Interactive Arts

PREVIOUS WORK EXPERIENCE

Tynker   March 2021 - December 2023

QA Analyst, Remote
- Quality checked, debugged, and reviewed content for educational games, and programming courses targeted towards developing coding skills in children from grades K-12. Collaborated remotely with a tight-knit, self-motivated, small team. Responsible for pushing deadline-based goals and projects to completion through stages of an Agile development cycle. Courses covered various topics, including Javascript, Java, Python, Minecraft modding, and basic data structures.

Hybridge Inc.   December 2020 - March 2021

Cloud Engineer, San Mateo CA
- Customer-facing technical support role. Responsible for scheduling device setup and meetings with clients, troubleshooting software and client issues, creating marketing websites for clients based on their design specifications with HTML/CSS/Javascript, and communication with teammates and customers. Duties also included delivering and designing security training courses and fake spear phishing campaigns for clients.

California Polytechnic State University   June 2018 - September 2019

Teaching Assistant, San Luis Obispo CA
- Constructed and taught short lectures on game design and development for a class of 30 students that covered programming, storyboarding, digital painting, and level design.
- Took leadership by identifying relevant advanced topics to teach and developing presentations/handout material with minimal guidance.

Cal Poly Corporation   September 2017 - September 2019

Printing Assistant, San Luis Obispo CA
- Provided instruction and assistance for architecture students formatting images for large poster prints. Implemented network configuration for newly purchased printers.
- Advocated for and installed point of sale system in the printing facility to support credit card transactions, increasing sales by 20%. Proposed and developed print center website with a price quote calculator and appointment reservation system for orders with large volume.