

Contact me at:

Bruce Kimo Lee

321 Main Street, Suite 4

Amherst, MA 01002

413/549-2020

gokimo@kimolee.info

See My Web Site**Portfolio:**

www.kimolee.info

Overview..

Experienced problem-solver combining strong management, design, and diverse creative skills with broad technical knowledge to create innovative, communicative solutions.

Almost 30 years of graphic and digital communications experience in the Advertising, Graphic Design and Digital Media industries.

Skills Highlights

Interpersonal & Teamwork — Resourceful, conscientious, and respectful of other's opinions and needs.

Collaborates well to work toward a common goal. Enjoys meeting new people and looking for ways to identify and form connections.

Managerial & Supervisory — Built a new interactive presentations division spearheading acquisition of new clients & projects contributing directly to the acquisition of eight new, multi-million dollar advertising accounts during my tenure. Planned projects and directed Web site teams through all phases of project development. Can evaluate, hire and motivate team members by establishing a sense of comradeship and value.

Quantitative — Developed project proposals, estimates, time-lines and departmental management guidelines. Relational databases for Web site use. Web site architecture development.

Design — Have designed within both print and graphical user interface paradigms. Experienced print Art Director on all phases of a wide variety of marketing channels from corporate identity through multi-faceted national advertising campaigns during my career.

Computer — Advanced skills in leading software applications for Business, Graphic Design, Image Editing and Internet Development primarily on Macintosh but facile on PC platform. Skills include: Acrobat, BBEdit, Chrome, Dreamweaver, Excel, FilemakerPro, Firefox, Fireworks, Fetch, Flash, Google Analytics, Illustrator, Inspiration, Internet Explorer, Keynote, Mozilla, Opera, Painter, phpMyAdmin, Photoshop, Powerpoint, QuarkXpress, Quicktime Pro, Retrospect, Telnet, Toast, Visual Hub, VR Worx, MS Word. Have built dynamic PHP/ MySQL Web sites (Linux) and can install and configure/customize open-source applications. Specializing in Joomla CMS setup, integration and customization.

Career Overview

Founder/President, Web Design & Technology — Azurelink / Amherst, MA, 1999-Current

New Media Director / Sr. Art Director — Robert A. Becker, Inc., Euro RSCG / New York, NY, 1996-1999

Web Site Designer — Artemedia / Great Barrington, MA, 1994-1996

Video Producer & Editor — OLELO / Public Access Television / Honolulu, HI, 1992-1994

Full-Time Freelance Advertising Art Director — Klemptner Advertising (Saatchi & Saatchi), Koehler-Iverson Advertising/Jim Sullivan Design, Brannigan-DeMarco Communications, McCaffrey & McCall / All New York, NY, 1986-1992

Freelance Comp Illustrator — Chapman Direct (Young & Rubicam), McCann Erickson Direct, Rudnick & Miano / New York, NY, 1986-1990

Graphic Designer — D & L Graphics / New York, NY, 1984-1986

Graphic Designer — Bruce Lee Graphic Design, Janice Chong Design / Honolulu, HI, 1980-1984

Education

1992 Certified Video Producer/Editor/Cameraman — OLELO / Public Access Television

1987-1989 Certificate in Filmmaking — New York University / School of Continuing & Professional Studies

1980 Bachelor of Fine Arts / 2 & 3D Visual Design & Photography — University of Hawaii

References and portfolio upon request.



ABOVE

Art Directors: B. K. Lee, A. Jones
 Photographer: James Porto
 Design Firm: Brannigan DeMarco Communications
 Client: Lederle Laboratories

Lortab Physicians Detail Aid

Series of detail aids used by sales representatives when visiting physicians. Product is Lortab, a hydrocodone/acetaminophen pain reliever.

LEFT - TOP

Designer: B.K. Lee
 Client: Anthony Nordoff Gallery

Logo Design

LEFT - BOTTOM

Designer: B.K. Lee
 Design Firm: Janice Chong Design
 Client: Matsukawa Chiropractic, Inc.

Logo Design



Matsukawa Chiropractic Inc.

**TOP**

Art Directors: B. K. Lee, A. Jones
 Design Firm: Brannigan DeMarco Communications
 Client: Dendrite

Capabilities Brochure

Brochure detailing the features of Dendrite's range of sales representative territory management software products. Features a silver-tinted varnish on the cover creating the *circuit-board* effect and for the ghosted images across each 2-page spread.

RIGHT

Designer: B. K. Lee
 Design Firm: Azurelink
 Client: Bellenden R. Hutcheson

Logo Design, Business Card, Stationary

LAW OFFICES OF
 BELLENDEN RAND HUTCHESON



Art Directors: B. K. Lee, A. Jones

Photographer: James Porto

Design Firm: Brannigan DeMarco Communications

Client: McNeil Pharmaceutical

The Instrumental Factor —

An 8-wave borrowed-interest mail campaign to physicians for Tolectin DS, an arthritis medication. This campaign features musical instruments that require hand and finger dexterity. Each mailing includes an audio cassette with original jazz compositions featuring a single instrument and a short product announcement at the beginning and end of each side.

LEFT

The Instrumental Factor —

Inside covers of each of the eight mailings depicting the featured instrument.



Art Directors: B. K. Lee, A. Jones
 Photographer: James Porto
 Design Firm: Brannigan DeMarco Communications
 Client: Lederle Laboratories

Ferro-Sequels Physicians Detail Aid

A 4-wave mail campaign to physicians for Ferro-Sequels, a high-potency iron supplement.