



KYU LEE

Award-Winning
Industrial Designer

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Core Competencies

User-Centered Design
Form Study & Surface
Analysis
Visual Brand Language
Manufacturable Design
Project & team
Management

Skills

Freehand Sketching
Solidworks Surfacing
Color, Material & Finish
Visualization
Branding & Logo Design
Graphic & Web Design

Software

Solidworks
Keyshot
Adobe CC
Sketchbook Pro
Mac OSX, Windows
MS Office, Teams, PLM

Product Categories

Consumer Electronics
Cordless & Robot Vacuum
Small Home appliances
Smart Home Devices
Bluetooth Headphone &
Speakers

Award-winning Industrial Designer with 14+ years of experience in consumer electronics, home appliances, and smart devices. Skilled in user-centered design, problem-solving, and cross-functional collaboration. Successfully led the scratch-to-end design development of 20+ products currently sold in major retail stores across the U.S. and worldwide. Experienced in leading design teams, driving innovation, and delivering market-ready solutions with a focus on form, function, and manufacturability.

EXPERIENCES

SharkNinja - Needham, MA

Sr. Manager, Industrial Design | Nov 2022 - Present

Lead and manage a team of industrial designers across corded and cordless vacuum projects under Shark brand, driving design strategy in alignment with brand vision and market trends. Collaborate with cross-functional teams while mentoring designers and cultivating a creative, high-performance design environment.

Sr. Industrial Designer | Nov 2018 – Nov 2022

Led multiple design projects for small home appliances, including robotic, corded, and cordless vacuums, as well as hair care products. Worked closely with cross-functional teams to drive innovation from concept to production.

Merkury Innovations - New York, NY

Sr. Industrial Designer | Jun 2015 - Nov 2018

Developed innovative consumer product concepts and led design execution from ideation to production. Managed CMF specifications for manufacturing and collaborated with vendors and suppliers to ensure seamless mass production.

iOttie, Inc - New York, NY

Industrial Designer | Nov 2013 - Jun 2015

Designed and developed consumer products and device accessories. Oversaw the industrial design and manufacturing process, ensuring high-quality product development.

Insync Design - Parsippany, NJ

Contract Industrial Designer | May 2011 - Oct 2013

Provided concept ideation, sketches, color development, renderings, and packaging design for clients such as Dove and Schick.

Machineart Design, Phloy, Franklin Electronic

Freelance Industrial Designer (Consultancy) | 2011 - 2012

Worked on various client projects, developing product and packaging concepts in collaboration with design teams. Focused on innovation and creative problem-solving for diverse industries.

OTHER EXPERIENCES

Jury | Asia Design Prize - Seoul, Korea | 2022 - Present

Judge global product design submissions and collaborate with an international panel of experts to select award winners, recognizing outstanding designs that shape the future of the industry.

Founder | Lemonade Story - Burlington, MA | 2023 - Present, Product Design Consulting, Product Development Process consulting.

Mentor & Speaker | SBC-USA - Ridgefield Park, NJ | 2016 - 2018

Led interactive seminars. Consulting and Mentoring entrepreneurs and companies from South Korea for product & package design, branding, and design strategy.

EDUCATION

B.I.D, Industrial Design | Pratt Institute - NY | 2008-2011

Honor of Graduation, President's List 2010, 2009
Scholarship of Naomi Leff Excellence In

AAS, Graphic Design | Pratt Institute - NY | 2006-2007

Highest Honor of Graduation, President's List 2006, 2007
The Pratt Circle Award for Outstanding Academic Achievement 2008

AWARDS & PATENTS



reddot winner 2021

Shark Ultra cyclone Vacuum



reddot design award
honourable mention 2013

Muggie, Cup Sleeve



iOttie One Touch 2

US Design Patents | 2012 - 2024

D723,042, D718,242 S; US D718,297 S; US 8,627,953; US D732,519;
D732,013 and more