



KYU LEE

Award-Winning
Industrial Designer

Portfolio: IDsketchbook.com

Email: q@idsketchbook.com

LinkedIn: [designerQ](#)

Phone: 908.872.6212

Core Competencies

User-Centered Design
Form Study & Surface Analysis
Visual Brand Language
Design for Mass Production
Project & Team Management

Skills

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

Design Tools

Solidworks
Keyshot
Adobe
Sketchbook Pro

Product Categories

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

SUMMARY

Award-winning Industrial Designer with 14+ years of experience crafting innovative consumer electronics, home appliances, and smart devices. I specialize in user-centered innovation, strategic problem-solving, and production-ready design, with a proven ability to lead cross-functional teams from concept to launch. My work blends form, function, and real-world usability, resulting in over 20 successfully launched products across major U.S. and global markets. By combining a deep attention to detail with a passion for scalable, impactful solutions, I consistently drive innovation that enhances both user experience and brand value.

WORK EXPERIENCE

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 and developed multiple design projects for small home appliances, including robotic, corded, and cordless vacuums, as well as hair care products. Worked cross-functionally to translate user insights into innovative solutions, overseeing the entire process from concept ideation through to mass production. Several of the products I helped create are now available in major U.S. retailers and have contributed to the company's growth in new product categories.

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 electronics and mobile accessories, playing a key role in the company's CES Innovation Award-winning product lineup. I helped build the industrial design processes from the ground up in a fast-paced startup environment.

Insync Design, Machineart, Phloy

Contract & Freelance Designer | May 2011 - Oct 2013

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

OTHER EXPERIENCES

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

Review and evaluate global product design submissions as part of an international panel of experts. Collaborate with fellow jurors to recognize outstanding designs that shape the future of the industry.

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

Led interactive seminars and provided consulting and mentorship to entrepreneurs and companies from South Korea selected by the Korean government. Focused on product and package design, branding, and design strategy.

EDUCATION

Pratt Institute – New York, NY

B.I.D. Industrial Design | 2008-2011

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

A.A.S, Communication Design | 2006-2007

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

AWARDS & PATENTS

Shark Ultra Cyclone Vacuum - reddy Winner 2021

iOttie One Touch 2 - CES Innovation Award 2015

Muggie Cup Sleeve - reddy Design Award 2013

US Design Patents - D723,042; D718,242; D718,297; D732,519;
D732,013; and more



PRODUCTS LAUNCHED

2022-2024: Evopower DX Hand Vacuum for Japan, Matrix Robot Vacuum, Powerdetect Corded Stick Vacuum. – Available at major retail stores in U.S.

2019-2021: CH900 Hand Vacuum, RV2001 1st Gen Wet Robot Vacuum, HD100 1st Gen Hair Dryer – Available at major retailers like Walmart, Target, Bed Bath & Beyond, Costco, BestBuy and Amazon.

2014-2018: Unbound Bluetooth Speaker, True Wireless Earbuds, Outdoor Smart Outlet, Slim Outlet, RapidVolt Car Charger. – Available at MarMaxx, Amazon and Best Buy.