



Peggy Lee

Strategist & Designer

Experience & Projects

- Dec, 2022~ present** **Redpeak Global Co., Ltd.** / Senior Account Manager
RedPeak is a brand consulting company and a member of the kyu group.
Taiwan
- Cultivate clients' relationships.
 - Implement clients' short-term and long-term objectives by integrating brand strategy, creative design, and market trends.
 - Service the industries, including green energy, AI/AIoT/5G, manufacturing, etc.
 - Manage the projects and communicate with internal team members and external partners.
- Dec, 2017~ Dec, 2022** **Calyx, Inc** / Chief Creative Designer
Calyx is a biotech startup. I started to work with the team while they were still Biolnspira.
Taiwan & United States
- Creative Design:**
- Create excellent brand awareness and optimize brand consistency.
 - In charge of managing tradeshow and public events around the world.
 - Work closely with the attorney to apply for trademarks in the United States, Taiwan, and China.
- UI & UX Design:**
- Build up Calyx Cloud Service from zero to a launched product within a year.
 - Cooperate with the software and hardware team to design and develop this new IoT product for poultry farmers.
 - Work closely with the agency to rebrand from Biolnspira to Calyx and to launch Calyx's official website within 6 months.
- Industrial Design:**
- Design sensor devices for cold storage warehouses.
 - Design IoT sensor devices for poultry farms.
- Jun, 2017~ Nov, 2017** **Taiwan Art Gallery Association** / Exhibitor Services Manager and Researcher
Taiwan Art Gallery Association was founded in 1992 and is committing to helping Taiwan's art industry to expand.
Taiwan
- Art Taipei:**
- Assist Southeast Asia exhibitors in participating in the art fairs in Taiwan.
 - Organize and plan public events for 2017 Art Taipei, including 3 sessions of Art Lectures, 1 session of Art Screening, and 11 sessions of Art Salon.
- Art Economy Research:**
- Research and publish the report: Asia Pacific Art Market Report 2016/17 [2016/17亞太藝術市場報告]
- Dec, 2016~ May, 2017** **Wealth Magazine 財訊** / Art Consultant (Project)
Wealth Magazine, founded in 1974, is one of the well-known finance magazines in Taiwan.
Taiwan
- Provide audience insights, depending on the objectives.
 - Suggest the proper design and layout based on various medium platforms.
 - Integrate strategy with design ideas for their clients' CSR.
- May~ Jul, 2015** **Pandora Internet Radio** / Strategic Research (Project)
Pandora is a subscription-based music streaming company.
United States
- Strategic research and planning with team members.
 - Target on driving the millennials' attention.
 - Present our team executions for the agency.
- Nov, 2012~ Jan, 2015** **EF Software Pte Ltd** / GUI Designer
EF is a software company designing system services for hospitals.
Taiwan
- UI Design:**
- Design the user interface of software products for various applications and systems.
- Graphic Design:**
- Support EF Taiwan team in designing the presentation slides, brochures, and posters for the tradeshow and public events.
 - Support Taiwan Manager developed the marketing strategy and building each product line's visual identity.
- May, 2012~ Jun, 2013** **Taya Group 大亞集團** / Green Product Designer (Project)
It was a year-long collaborative prototype project with Green Inside Team of Taya Group.
Taiwan
- Use innovative technology to design and prototype future green products.
 - Assist Chief Project Leader in managing the whole project.

Contact

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Education

Master of Fine Arts / Advertising
Academy of Art University
2014~2016, United States

Bachelor Degree / Industrial Design
Shih Chien University 實踐大學
2009~2012, Taiwan

Skills

Event Planning
Social Media
Brand Strategy
Visual Design
Product Strategy
User Research & Analysis
User Flow
Information Architecture
Wireframing
HTML & CSS
JavaScript

Tools

Photoshop
Illustrator
InDesign
XD
Sketch
Zeplin
Dreamweaver
After Effects

Honors

LED Application Design Award / Honorable Mention
Yonglin Healthcare Foundation 永齡基金會
2010, Taiwan

Volunteer

San Francisco Design Week / Editorial Committee
AIGA San Francisco
Jun~Jul, 2016, San Francisco