

DANIEL LEE

Industrial Designer

Industrial Designer & Creative Lead passionate about designing experiences that connect people, emotion, and learning. Combines empathy, storytelling, and strategic thinking to turn everyday insights into meaningful products and systems.

📍 Oakland, CA

🌐 danielleedesigns.com

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Experience

Design Manager / Industrial / Toy Designer

Petwise, Inc

Novato, CA | April . 2023 – Present

- Started as an Industrial Designer creating pet products for SmartyKat, GoDog, KittySift, and Sherpa; promoted to Design Manager within one year to lead product development from concept to manufacturing.
- Managed and mentored a design team of up to 4, overseeing 10+ concurrent product development projects and launching more than 10 products to market.
- Collaborate with cross-functional teams in the U.S. and China to deliver innovative, market-ready designs on schedule.
- Apply empathy-driven design and behavioral research to enhance the pet-owner experience across the product portfolio.

Freelance Designer

Side project

Oakland, CA | August 2025– Present

- Design brand identity, logos, menus, interiors, and websites for local restaurants.
- Develop cohesive brand experiences through storytelling, merchandise design, and customer interaction.
- Explore how visual design shapes emotion and builds connection between people and spaces.

Design Intern

Unemployed Co.,LTD

South Korea | Jan–Mar 2021

- Contributed to early-stage brand identity and packaging concepts for a beverage start-up.
- Conducted market research and developed packaging for product launches and retail presence.

Education

California College of the Arts (CCA) San Francisco, CA

09.2019 – 05.2022 / Bachelor of Fine Arts in Industrial Design

Transferred to CCA in 2019

University of the Arts (Uarts) Philadelphia, PA

09.2014 – 05.2016 / Bachelor of Fine Arts in Industrial Design

Languages

English / Korean

Skills

Design & Strategy

Human-Centered Design · Experience Design · Behavioral Observation · Design Research

Technology, AI & Tools

Figma · Adobe Creative Suite · SolidWorks · KeyShot · AI-Assisted Ideation (ChatGPT, Midjourney, Vizcom) · Generative Design · Concept Visualization with AI

3D modeling

SolidWorks · Fusion 360 · Rhino · KeyShot

Creative Communication

Workshop Facilitation · Cross-Cultural Collaboration · Empathy Mapping · Visual Storytelling