

# Daniel Lee

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## Education

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### University of Washington – Bellevue Microsoft Campus

Sep 2025 – Jun 2027

M.S. in Technology Innovation (Human-Computer Interaction) — GPA: 3.68

### Bentley University – Waltham, MA

Sep 2016 – Feb 2020

B.S. in Marketing Analytics — GPA: 3.49

## Work Experience

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### University of Washington MSTI – Bellevue, WA

Sep 2025 – Present

Program Management Intern

- Managed end-to-end “Coffee Chat Program,” coordinating communication between applicants, alumni, faculty, and internal stakeholders across the admissions pipeline, increasing enrollment rate from 63% to 73.6%.
- Developed a centralized stakeholder tracking dashboard using AI (Claude Code), streamlining engagement tracking, reducing manual tracking time by 40%, and achieving a 91% internal user satisfaction rate.

### Heestoryfood – Seoul, South Korea

Jan 2024 – Aug 2025

Project Manager

- Drove growth initiatives for “Sundae Sillock” across 50+ franchise locations by managing franchise quality control, localized marketing campaigns, and store-level performance optimization, contributing to a 33.8% increase in overall brand revenue.
- Managed end-to-end launch operations for 6 new franchise locations by coordinating cross-functional teams across construction, logistics, training, and marketing, reducing average store ramp-up periods by 2 weeks.
- Enhanced customer experience across 15 underperforming franchise locations by analyzing 300+ Voice of Customer (VOC) data points and identifying service bottlenecks, reducing wait-time complaints by 20% while maintaining a 4.8/5.0 customer satisfaction rating.
- Led end-to-end launch campaigns for 3 seasonal menu items by coordinating food photography, influencer partnerships, and paid ad execution across social media platforms, piloting across 2 flagship locations before rolling out to all franchise locations, increasing average customer spend by 12% during launch periods.

### Ministry of Labor and Employment – South Korea

Mar 2022 – Dec 2023

Program Manager

- Acted as the central communication and collaboration hub across 5 specialized teams, streamlining documentation, coordinating inter-team workflows, and ensuring operational alignment across all functions.
- Managed a citizen onboarding program to support adoption of newly launched online government employment service portal through hybrid support initiatives including on-site assistance booths, tutorial content, and informational seminars, driving a 35% increase in application completion rate across 4000+ applicants.

### Zero VFX – Boston, MA

Jun 2019 – Jul 2020

Marketing Coordinator

- Supported acquisition of 3 high-profile VFX contracts with advertising agencies by translating complex production workflows into client-facing pitch materials and proposal presentations for key agency stakeholders.

## Project Experience

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### T-Mobile Apprenticeship | Interactive Accessibility Chessboard

Mar 2026 – Present

- Leading cross-functional development efforts for an interactive accessibility chessboard project in collaboration with T-Mobile's Accessibility team, translating user needs into technical product requirements and feature priorities.
- Prototyped a web interface using Claude Code to support real-time gameplay synchronization, AI-assisted chess interaction, and voice-command accessibility features for users with limited hand mobility.
- Trained and deployed a TinyML gesture recognition model using Edge Impulse and ESP32 sensor data to support real-time voice and motion-based interaction workflows for an interactive accessibility chessboard system.

## Skills

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**Product & Analytics:** SQL, Python, Excel, Power BI, Google Analytics, SharePoint

**AI & Development:** Claude Code, Cursor AI, GitHub Copilot, OpenAI API, Streamlit

**Design & Collaboration:** Figma, Notion, Microsoft Office Suite

**Embedded & AI Systems:** Edge Impulse, ESP32, TinyML, Gesture Recognition