

# Christopher W. Lee

(301) 448-3240 • cwlee626@gmail.com

[www.imchrislee.xyz](http://www.imchrislee.xyz) | [www.linkedin.com/in/christopherlee23](http://www.linkedin.com/in/christopherlee23)

## Core Proficiencies

- ◇ Content Design
- ◇ Information Architecture
- ◇ User Interfaces
- ◇ Taxonomies
- ◇ Generative AI
- ◇ UX Writing
- ◇ SQL
- ◇ CMS Design

## Professional Experience

- ◇ New York Institute of Technology (New York, NY)

January 2024 – present

### **Adjunct Faculty, School of Architecture and Design**

Instructor of graduate level courses ARTI 607: Information Architecture & Content Strategy, and ARTI 608: Advanced Research: Usability & Testing as part of NYIT's department of Digital Art & Design. Students are immersed in the real-world practical applications of information architecture and content systems for experience design, user research, machine learning, and artificial intelligence.

- ◇ Meta (New York, NY | Menlo Park, CA)

June 2020 – present

### **Content Design Lead, Reality Labs**

Pillar lead of genAI and creation tools for Horizon Worlds, a mixed reality gaming and social platform; designing the systems gaming studios and creators use to create experiences and build worlds within the metaverse.

- ◇ Wunderman Thompson [formerly POSSIBLE] (New York, NY)

September 2018 – June 2020

### **Senior Content Strategist, UX**

Wunderman Thompson is a leading digital agency within the WPP network. Duties included building metadata schemas/taxonomies, writing product interface copy, developing messaging approaches, leading site migrations, identifying opportunities via content audits, analytics, etc., conducting user testing sessions, creating wireframes pursuant to proposed content strategy, developing governance plans/editorial workflows, and articulating findings, insights, updates, and strategy decks to both internal teams and clients.

- ◇ Viacom (New York, NY)

September 2017 – September 2018

### **Interactive Producer**

Viacom is home to the world's premier entertainment brands, including MTV, Nickelodeon, BET, VH1, and Comedy Central. Duties included deriving insights around viewer demographics, developing channel content strategies, collaborating with design teams to create memorable user experiences for web/network mobile apps, and producing interactive content to accompany programs and tentpoles.

- ◇ BRIC Arts | Media (Brooklyn, NY)  
August 2016 – September 2017  
**Digital Media & Marketing Associate**

BRIC is the leading presenter of free cultural programming in Brooklyn, and one of the largest in New York City. Duties included leveraging analytics to derive insights for reports, creating strategies for distribution of BRIC & BRIC TV's digital content, creating deliverables for teams across program areas, developing metadata schema/controlled vocabulary for digital asset management system, and serving as Lead Content Strategist in BRIC's in-house production agency, *studio BK*.

- ◇ Madeo (New York, NY)  
October 2015 – July 2016  
**Content Strategist**

Madeo is a design studio that brings together multidisciplinary teams to help companies innovate and grow through human-centered digital products. Duties included:

Uncovering product opportunities aligned to client's business goals, conducting stakeholder interviews, designing surveys, designing wireframes, writing copy for web/mobile products, creating pitch decks, deriving insights via web analytics, heatmap tools, and user testing, articulating CMS back-end architecture, and facilitating CMS training demos.

## **Education**

University of Maryland, Baltimore County, Baltimore, MD  
Bachelor of Arts: Psychology | Writing Minor

## **Certifications**

- ◇ Google Analytics Individual Qualification
- ◇ HubSpot Inbound Certification

## **Awards**

- ◇ **Webby Winner & People's Voice Winner**  
*MLK: Now Is The Time*  
Categories – AI, Metaverse & Virtual;  
Public Service & Activism  
(*Webby Awards, 2024*)
- ◇ **Teaching Excellence Award**  
Awarded by Associate Provost, Educational  
Innovation in acknowledgement of superior  
student evaluations and departmental impact  
(*New York Institute of Technology, 2024*)