



Kipum Michael Lee | Biosketch

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As an innovation and design leader who works closely with executives and influencers, I bring a proven track record of actualizing transformational strategies in complex organizations. For me, great design work is action-oriented and anchored in shaping the quality of experiences for both internal and external clients. At its best, design is a vehicle for innovation that can generate value, including financial, and help improve the lives of all those who are served by organizations and institutions.

I currently serve as Managing Director of Innovation & Design at University Hospitals of Cleveland (UH). As a leader on the **UH Ventures** team, I use a human-centered approach to direct consumerism efforts, product development, programming to enhance a culture of entrepreneurship and innovation, and the creation of tools and securing of resources to enable caregivers to innovate.

I started my career at two innovation firms, **IDEO** and **frog design**, with projects focused on health and wellness. One of the projects was 'Project Masiluleke,' a mobile initiative in South Africa around HIV awareness and the creation of an HIV self-testing service. *The Economist* has hailed this work as "The world's largest field trial in mobile health technology," and part of my work on this project is featured in a Yale School of Management case study ([link](#)).

At **Marriott International**, I was the product architect for the launch of the company's mobile offering. Marriott Mobile debuted at #4 on the iTunes App Store top charts and #1 in the travel category. Upon launch, it accounted for over 40% of mobile transactions by enabling same-day booking for guests. This new platform brought in \$329MM in 2011 and \$730MM in 2012 for the company, and according to Internet Retailer's 2012 mCommerce ranking, this made Marriott Mobile 3rd in mobile revenues after Amazon and Apple. As of May 2017, 30% of Marriott's \$17 Billion revenue was being generated by this digital platform ([link](#)).

I am one of the passionate voices in the field of *leading by design*, having been a featured speaker on the topic of design management, design, innovation, and user experience at various conferences. I have also taught design and innovation to designers, engineers and MBA students.

Additionally, I serve as an editor of *Design Issues*, a journal published by MIT Press, where current and emerging issues in design theory, history, criticism and practice are explored ([link](#)).

Kipum Michael Lee | CV

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WORK EXPERIENCE

UH Ventures | Managing Director, Innovation & Design, 4/2018 - Present

Responsible for human-centered design and innovation work tied to strategic system-wide initiatives (e.g. enterprise patient access strategy, new product category offerings, digital front door, co-chairing Consumer Journey Committee)

Co-built team and capabilities with focus on generating alternative sources of revenue for University Hospitals and cultivating a culture of innovation and entrepreneurship for core system and Northeast Ohio ecosystem

Leading an Innovation Engine focused on creating new products and services with aim toward both internal use and commercialization, advisory services, co-development work with industry players and startups, pipeline management and prioritization, and programming efforts to engage staff

Built resources for staff to drive innovation outcomes (award-winning website, mobile app for idea in-take), a leadership learning platform on “innovation by design” (most-engaged LMS course) with HR that offers innovation tools and templates for use in healthcare

University Hospitals of Cleveland | Director of Innovation, 1/2016 - 3/2018

Served as the key business partner to the Chief Innovation Officer (CINO) to identify, prioritize and implement innovation initiatives at University Hospitals before innovation functions were integrated into UH Ventures

Built team of innovators and designers and managed \$2.5MM budget

Microbac Laboratories | Head of Design, 5/2014 - 12/2015

Responsible for amplifying design thinking in a mid-sized, privately-held organization—reported directly to the CEO; established design capability within the organization via a portfolio of design projects

Led as co-chair of the Advisory Council to the CEO

Architect of various corporate-wide initiatives under the overarching, renewed vision of ‘Client Experience’

Marriott International | Senior Interaction Designer, 9/2008 - 5/2014

Led product development to expand guest services through new digital products, including Marriott’s first suite of mCommerce applications and on-property digital services—this became the 3rd most revenue generating mCommerce platform in the world after Amazon and Apple (Internet Retailer’s Mobile Commerce Top 300 Rankings). Platform generated \$329MM in 2011 and \$730MM in 2012; Marriott iPhone app ranked #1 travel app and #4 most downloaded free app in iTunes Store

Co-produced a 10 years-out digital experience strategy framework with a senior executive. Approved at the ‘Heart and Soul’ C-suite Executive Board meeting, which included Mr. Marriott, and used to drive enterprise digital strategy

Led UX team’s first ethnographic research (proposed and received \$100K budget) that informed organization-wide Leisure Strategy

Worked with the Insight, Strategy and Innovation (ISI) group to design for virtual-physical guest experiences targeting Millennials

frog design | Interaction Designer, 6 - 8/2008

Researched for Project Masiluleke, a global impact project to fight HIV/AIDS in South Africa through mobile technologies and home-testing kits
Worked on projects for Humana, GE and various internal initiatives

IDEO | Interaction Designer, 6 - 8/2007

Explored ideas to develop concepts for an insulin delivery medical device
Worked on two projects for Eli Lilly

Noah Interior Design Consulting Group | Asst. Manager, 5 - 9/2004

Managed projects for Kate Spade, Calvin Klein & French Connection
Produced proposals and organized timely delivery of all components for construction

Korea International Broadcasting Foundation | Co-host, 1 - 7/2005

Co-hosted a live radio program with renowned broadcaster and discussed cultural topics on one of Korea's most listened to stations

Chungdahm Learning | Staff & Media Instructor, 1/2005 - 6/2006

Taught advanced language courses to over 1,500 Korean students
Created content and lectured on the subject of writing to approximately 16,000 students via the organization's internet-based eLearning program

EDUCATION

Case Western Reserve University, Weatherhead School of Management
Ph.D. / Department of Design & Innovation (8/2010 - Present)

Carnegie Mellon University, School of Design
Master of Interaction Design (8/2006 - 5/2008)

University of Pennsylvania, School of Design
Master of Architecture - did not complete (9/2003 - 5/2004)

University of Pennsylvania, School of Engineering
Bachelor of Biomedical Sciences / Mathematics minor (9/1999 - 5/2003)

THOUGHT LEADERSHIP
& PUBLICATIONS

Design Issues | Editor, 1/2016 - Present
An editor of the premier design journal from MIT Press

Lee, K. "From Margin to Institution: Design as a Marketplace for Action in Organizations." *Design Issues* (forthcoming in 2020).

Tokayer, M. & **Lee, K.** "Cultivating Healthcare Innovation through On-the-Job Design Education." *Touchpoint* 9, no. 1 (July 2017): 26-31

Lee, K. "Discovering the Beautiful in 'Service as Expression'." *Touchpoint* 5, no. 3 (January 2014): 40-45.

Lee, K. "Hospitality Service as Science and Art: The Luxury Hotel Idea from a Century Ago." *Touchpoint* 4, no. 1 (May 2012): 26-31.

Lee, K. "Beyond Blueprints and Basics: A Service Design Conference Report." *Design Issues* 27, no. 4 (Fall 2011): 95-100.

Lee, K. "Designing for Doctor-Patient Interactions During Leave-taking - A Case Study: Impacting a Physician-led Organisation." *Touchpoint* 3, no. 2 (September 2011): 32-37.

Lee, K., Evenson, S., Buchanan, R. "More Than Kimchi and Cash: Designing for Cultural Identity." In *Proc. of CHI* (2009): 2663-2666.

AWARDS / RECOGNITIONS

2019 Design 730 Award | Selected by AIGA Cleveland, 5/24/2019

Directed and set vision for UHVentures website in partnership with firm, Little Jacket - One of award recipients out of more than 160 entries

New Agency | Selected "Change Agent" of Cleveland, 2/9/2019

In celebration of their 50th anniversary, Cleveland's Museum of Contemporary Art (moCa) selected 50 individuals recognized for advancing creativity, dynamism, inclusion and innovation for the city and community.

Core77 Design Award for Patient Experience | Service Design, 2012

A 'Runner Up' Core77 Award in the 'Service Design' Category ([link](#))

This is Service Design Thinking | Book Chapter, 2/1/2011

Award-winning service design textbook by BIS Publishers (Authors: Jakob Schneider and Marc Strickdorn) features my UPMC neurosurgery project from Carnegie Mellon University as a case study

'Project Masiluleke' | Interaction Design, 10/2008, 4/2009

The frog design project to which I contributed was presented at **Pop!Tech 2008**, a conference geared towards awareness and conversations in science, technology and the future of ideas

It was also featured in *The Economist* article, "A Doctor in Your Pocket," as part of the April 16, 2009, print edition - ([link](#))

It is also a Yale School of Management case study ([link](#))

CONFERENCES / SPEAKING
ENGAGEMENTS

TEDxCLE 2013 | Speaker, 3/2013

Cleveland's 4th official TEDx event; One of 14 selected speakers

Title: "Master Builders for the 21st Century"

Managing Experience via Adaptive Path (Capital One) | Speaker, 3/2012

One of 22 invited speakers

Title: "Four Meta-strategies for Design and Management"

Service Design Global Conference | Speaker, 10/2011

One of 28 long-talks chosen among 110 submissions

Title: "Strategic Planning Sandwiched by Sketchbooks and Spreadsheets"

Customer Experience Summit at Progressive Insurance | Keynote, 10/2017

An internal summit that brings together two groups responsible for the design of customer & consultant experiences delivered via online, app, email or over the phone for sales and service needs - Theme for 2017 was "The Power of Partnerships," with an audience of 150 people

Title: "Design Thinking for Better Organizational Doing"

PATx 2013 at Progressive Insurance | Speaker, 7/2014

Progressive Insurance Acquisition Team's annual event

One of 2 external guest speakers invited to present at corporate headquarters

Title: "The Power of 'In a Sense': Topical Thinking for Organizations"

Belcher-Weir Pediatric & Family Innovation Day | Keynote, 9/2016

A series of annual innovation events hosted by University Hospitals Rainbow Babies & Children's Hospital

Title: "Perpetual Wonder: Innovation Inspired by Children"

Swagelok Global Marcom Summit | Speaker, 9/2012

Guest speaker for Swagelok's annual conference on customer experience

Title: "Designing for Service & Experience"

Cleveland AIA 'Speaker on the Square' Series | Panelist, 7/2014

1st event of its kind to engage architects and non-architects in Cleveland on how design could make the city a better place for visitors and inhabitants

Design for America's (DFA) Speaker Series | Keynote, 10/2013

DFA CWRU+CIA's 1st speaker series event titled, "Why Design?"

Title: "Cicero on Systems & Social Design"

Leap Symposium | Invited Participant, 9/2013

One of 100 invited participants to discuss at the 1st social design conference

DESMA Chats | Episode 6 Featured Guest, 9/2015

A series of on-air hangouts where people interested in design and management discuss the back-end of work in a trans-disciplinary setting

Title: "Beauty in Organizations" ([link](#))

Service Design in Tourism Conference | Keynote, 8/2012

1st international conference on service design in the travel/tourism industry

Funded by the European Union under the CIP Competitiveness and Innovation Framework Programme

Title: "Hospitality Service as Science & Art: Service Design from 100 Years Ago"

6th Jeju Forum - South Korea | Invited Panelist, 5/2011

Sponsored by the Jeju Special Self-Governing Province and the Republic of Korea's Ministry of Foreign Affairs and Trade

Participated in the management and design workshop where top business innovation leaders from Asia come together every 2 years

One of 28 participants (by invitation only)

Convergence: Managing & Designing | Participant, 6/2010

Participated in a working conference to explore managing as a design activity

One of 68 participants (by invitation only)

4th Order Design Conference | Presenter, 3/2009

Participated in a working conference on service design & social environments

One of 20 participants (by invitation only)

Title: "System, Worship and Faith as Concepts for Design"

Computer-Human Interaction (CHI) | Presenter, 4/2009

Presented at the CHI conference in Boston for accepted publication

Title: "Designing for Cultural Identity"

INVENTIONS / PATENTS

Healthcare Facility Patient and Visitor Experience Management and Optimization US20190108909A1

Status: US utility patent - Pending (Google Patents [link](#))

Inventors: Kipum Lee, David Sylvan, Mark Jowell, Michael Drozda