YEN LEE

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SUMMARY

Brand and creative leader with 30 years of experience turning ideas into impactful narratives. Known for blending vision with execution, uniting teams, and crafting designs that deliver results—whether rebranding, scaling systems, or driving $80M in funding.

AWARDS & ACHIEVEMENTS

- **Summit Award Winner:** Recognized for transforming design culture and driving measurable business impact.
- **APEX Award Winner:** Successfully launched a new brand narrative across the company with exceptional speed and precision.
- Helped executives craft compelling investor pitches, **securing $80M in Series D funding for Druva and contributing to Delphix's acquisition by Perforce**.

PROFESSIONAL EXPERIENCE

Creative Director | Delphix & SustainableIT.org (2019 – 2024)

Brand Strategy & Leadership

- Rebranded Delphix by redefining its identity, tone, and value proposition in collaboration with the CEO. Spent three days offsite with the executive team to ensure every element aligned with business goals.
- Created the SustainableIT.org brand from scratch, developing a narrative that positioned sustainability and technology as complementary forces. Designed the visual identity, including the recognizable "unity" logo.
- Worked with global teams to adapt brand messaging for regional audiences, ensuring cultural relevance without compromising brand integrity.
- Built scalable design systems and self-service tools to empower teams worldwide to produce on-brand content quickly and efficiently, cutting design turnaround times by half. These systems gave non-designers the autonomy to create and test while freeing up designers to focus on high-value creative work.

Campaign Strategy & Execution

- Defined campaign strategies for initiatives like the Magic Campaign, translating complex technical concepts into relatable, engaging stories.
- Directed cross-channel campaigns across webinars, social media, and digital ads to ensure cohesive messaging and measurable outcomes.
- Developed a sales toolkit that gave engineers the ability to create professional, branded diagrams and visuals independently, reducing dependencies on the design team by half.

Digital & Web Presence

- Led the redesign of Delphix's website, mapping user journeys and refining UX based on data from tools like Hotjar and Optimizely. Improved user engagement and conversions through strategic adjustments.
- Streamlined digital messaging across platforms, ensuring users experienced a cohesive brand story no matter where they interacted with the company.
- Worked with PR and AR teams to amplify brand visibility, securing placements in key publications and events.

Event Branding & Thought Leadership

- Directed branding for major events, including DevOps + Data Impact, SustainableIT IMPACT Awards, and Data Company Summit, ensuring visuals, messaging, and overall experience aligned with the brand vision.
- Worked one-on-one with executives to craft thought leadership narratives backed by polished visuals that elevated their presence in the industry.
- Reduced attrition rates for events by implementing pre-event engagement campaigns, building excitement and commitment from attendees.

Team Leadership & Operations

- Managed a high-performing team of five designers and two agencies, maintaining a 100% NPS score and 0% churn through empathetic leadership and clear communication.
- Partnered with the VP of Process Management to implement project management systems that introduced workflows, automations, and clear accountability across marketing teams.
- Gamified the rebranding rollout, engaging employees with a fun internal challenge to ensure adoption of brand standards.

Innovation & AI Adoption

- Early adopter of AI tools like ChatGPT, Claude, DALL-E, and Adobe Firefly, integrating them into workflows to speed up production and elevate creativity.
- Used generative AI to prototype visuals and campaigns, delivering high-quality results with reduced timelines.

Creative Lead | Druva (2015 – 2019)

- Rebranded Druva, aligning its identity with evolving market needs and creating a globally cohesive voice.
- Defined and executed campaign strategies that combined creative storytelling with demand generation goals, leading to a measurable lift in engagement.
- Localized messaging for global teams, ensuring cultural relevance without sacrificing consistency.

LEADERSHIP & VALUES

- **Strategic Vision:** I align brand strategies with business goals to deliver measurable impact.
- **Hands-On Leadership:** I stay involved in every step of the process, from strategy to execution, ensuring the vision becomes reality.
- **Global Perspective:** I balance consistency with cultural nuance, ensuring brands resonate worldwide.
- **Innovative Spirit:** I adopt cutting-edge tools and technologies to keep brands agile, fresh, and relevant.

CORE SKILLS

- Brand Strategy & Campaign Development
- Cross-Regional Brand Alignment & Localization
- Thought Leadership & Executive Collaboration
- Digital & Web Brand Integration
- Team Leadership & Workflow Optimization
- Integrated Marketing Campaigns
- Scalable Design Systems & Brand Governance
- Generative AI Integration

TOOLS & TECHNOLOGIES

Adobe Creative Suite | Figma | Canva | Monday.com | Jira | Wrike | Asana | Hotjar | Optimizely | Marketo | Google Analytics| ChatGPT | Midjourney | Claude

EDUCATION

- Bachelor of Arts in Design & Communication (Lim Kok Wing Art Institute, Malaysia)
- Associates of Arts in Digital Media (Full Sail University, Florida)