

Tyler Lee

(714) 323-8287 | tylerdlee@berkeley.edu | www.linkedin.com/in/tylerdlee

EDUCATION

University of California, Berkeley | Bachelor of Arts in Economics & Sociology | Berkeley, CA

Relevant Coursework: Evaluation of Evidence, Survey of Neuroscience, Introduction to Economics, Introduction to Probability and Statistics

PROFESSIONAL EXPERIENCE

Navyo January 2026 - Present
Founder & CEO Berkeley, CA

- Founded an early-stage education technology startup building infrastructure for school travel planning, payments, and communication
- Sourced 1500 customer surveys with K-12 administrators in 4 states to validate pain points across logistics, approvals, and risk
- Designed product roadmap, wireframes, and system architecture for an all-in-one travel management platform

imagiCal (American Advertising Federation) September 2025 - Present
Creative Consultant Berkeley, CA

- Providing brand strategy, copy, and short-form video content on a project for VisitBerkeley, the city of Berkeley's DMO
- Working cross-functionally and developing creative messaging for the 2025-26 NSAC marketing campaign for the NFL
- Creating long and short form advertisements based on strategic client-based insights, including UGC for events & holidays

Sepal AI (Mercor) November 2025 - January 2026
Growth Lead San Francisco, CA

- Built growth initiatives that support Fortune 500 and top AI lab pipelines (Acquired by Mercor in February 2026)
- Identified and launched 4 new distribution channels for Sepal's thought leadership, expanding brand reach to highly technical audiences
- Standardized brand voice and messaging, improving conversion across all external-facing materials

Red Bull October 2025 - January 2026
Student Marketeer San Francisco, CA

- Collaborated with a 14-person marketing team to strengthen Red Bull's presence across the Bay Area
- Engaged with a campus community of 45,000+ students through creative marketing activations, sampling events, and social campaigns
- Planned and executed on-campus and Bay Area marketing campaigns, pushing national branding goals

Adobe September 2025 - January 2026
Student Brand Ambassador Berkeley, CA

- Worked with 20 dedicated team members to organize events and collaborate with student organizations
- Provided social media analytic reports (engagement, interaction to view ratio, timelines) to Adobe to track user interaction
- Regularly posted on socials, advertised events, and drove student brand recall toward Adobe Express

SeedBee Cosmetics May 2024 - September 2024
Marketing Lead Huntington Beach, CA

- Created 5 short and long form advertisements for SeedBee cosmetics (Korean beauty company with a 1 Million+ customer base)
- Analyzed and interpreted user trends in social media advertising, as well as how to appeal to newer demographics
- Spearheaded SeedBee's transition to the US, translating Korean to English within advertisements and marketing materials

PROJECT EXPERIENCE

RateMyGSI March 2026 - April 2026
Developer Berkeley, CA

- Built a full-stack GSI & TA rating platform for UC Berkeley, enabling instructor evaluations across 13,000+ courses and departments
- Ideated a data pipeline pulling live course and instructor data from BerkeleyTime and the UC Berkeley Course Guide
- Implemented Supabase authentication gated to berkeley.edu accounts, alongside a threaded forum system and chat functionality

Stiim February 2026 - April 2026
Developer Berkeley, CA

- Developing a mobile games app featuring 5 seeded game functions, built around a server that pushes daily code updates
- Built on a modern full-stack infrastructure using Vercel and Supabase, using AI-integrated coding workflows (Cursor)
- Owned end-to-end product and brand design in Figma, producing a complete UI/UX system and visual identity guidelines

SKILLS

Software: Microsoft Office Suite: Word, Excel, and PowerPoint, Google Workspace, Canva, Adobe Creative Cloud, Figma, Google Apps Script, Google Analytics, Mailchimp, Nexus

Languages: English, Korean, HTML, R