

Design Director - Wellness Products

Jan 2024 - Present, Kohler, WI

Director / Design head role reporting directly to VP / GM of Wellness Business Leader Managing overall design for Experiential Shower, Steam, Ice Bath, Hydrotherapy, Sauna, Accessories categories. Launched multiple both Klafs & Kohler Saunas, Kohler X Remedy Icebath, Residential & Commercial Steam. Key role in David Kohler NPS, Business Reviews. Overseeing strategy and schedule for Wellness Design Reviews with David & Laura Kohler. Newly implemented Design Service model to secure key clients and sales. Averaging 35% or more in design process and approvals.

Design Manager - Faucet, Bathing, Showering

Oct 2020 - Jan 2024, Kohler, WI

Company wide re-organization of structure and business category took place. Promoted to expand to manage multiple large business categories delivering more efficiently with limited man-power, actively utilizing global Kohler resources. Led multiple key strategic projects - ie. Wellness Business Vision & Roadmap, Partnership with Samuel Ross, Remedy Place, 150yr Suite & Campaign, Aging in Place Suite, Future Forward Suite - New Advanced Composite.

Lead Industrial Designer - Bathroom Furniture & Fixture

May 2017 - Oct 2020, Kohler, WI

Started to have direct reports. Managed multiple categories - Global Suite, Commercial Space, Toilet, and Styling Space - in design works, design reviews, portfolio management. High contribution to annual David Kohler NPS (New Product Strategy). Set up new ways of working during COVID, onboarding Miro and shared directory system. Managed Design Review every months with Chairman, getting design approval 30+% faster than average.

Senior Industrial Designer - Bathroom Furniture & Fixture

Sept 2015 - Aug 2017, Kohler, WI

Revamping commercial projects in Toilet, Urinal, Sink, Faucet, Accessories. Strategic global hospitality and CMF projects on suite and collections. Led Kohler's first smart lighted suite - Veil collection

Industrial Designer - Global Faucet

Sept 2013 - Aug 2015, Kohler, WI

Showroom / Retail Kitchen & Bathroom Faucets, Showering Products Developed new platform for kitchen pull-out faucet category, crushing competitor and revamping sales. Established system with customer service function to drive insights for new product development.



Contract Industrial Designer - Advanced Concept Creative Team 1

July 2010 - Dec 2010, South Korea

Won LG Hausys Silver Award to present at Salone Milano 2008 Extended to special project for advanced concept in exploring LG Hi-Macs, a newly developed thermo-set composite, to apply for various LG appliances including refrigerator and air-conditional.



Jr Designer - Global Project

July 2008 - Jan 2009, South Korea

EDI is architectural and civil design firm, focusing on designing bridges, square, commercial space, installations. Mainly in charge of conceiving and presenting for Tower Design Project for Durrat al Bahrain (Pearl of Bahrain), Island Resort in Bahrain. Spent few months in Bahrain, Dubai, Doha, presenting to Board Members and Royal Families.



MFA Interdisciplinary Design

College for Creative Studies, 2011 - 2013, USA



BFA Industrial Design - focus on Product & Spatial Design

Seoul National University, 2004 - 2010, South Korea
(2005 - 2007 Served in South Korea Army)



DONGHA LEE

Frontier / Innovator / Enabler

Human-Centered Leadership

Develop strategic, innovative solutions that elevate user experiences and drive measurable business results.

Holistic Design Strategy

Synthesize empathy, collaboration, business acumen, and creative vision to craft intuitive and deeply resonant user experiences.

Design Philosophy

Believe in the essential unity of Form, Function, and Space to create designs that harmonize the individual with their community and environment.

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Specialties

Product Design, Spatial Design, User Experience, Design Strategy, Strategic Planning, Product Portfolio Management, Contextual Research, Insight Analysis, 2D / 3D Visualization, Sketching / Illustration, Concept Generation, Styling, Rapid Prototyping, Model Making, Painting, Product Development, Messaging / Branding

Languages

Korean / Native
English / Fluent
Mandarin / Basic

Softwares

Microsoft 365, Rhinoceros, Keyshot, Adobe Creative Suite