

**Design Director - Wellness Products, Jan 2024 - April 2026, HQ - Kohler, WI**

One of the key leaders of the newly formed Wellness Business entity, played key contribution to 5-year New Product Strategy (vision, roadmap, project charter, trend / theme, concepts) for annual Chairman and Executive reviews. I owned end-to-end industrial design execution across multiple product categories - experiential showers, steam, ice baths, ice showers, saunas, hydrotherapy, light / sound / aroma therapy systems, and therapeutic accessories. Within two years, we successfully launched multiple platforms such as newly acquired Klafs brand, Kohler Sauna expansions, Kohler X Remedy Ice Bath, ice shower integrations, and residential and commercial steam. Launched Kohler's first Wellness Spatial Design Service model, which secured high-value contracts with major builders, dealers, and prominent clients, including Ave, Aman Saudi Arabia, Flower Showhouses, A&D projects, Fitlab, NFL prototype facilities. Promoted high collaborative leadership and culture across business and functional teams, consistently improved design process efficiency.

Design Manager - Faucet, Bathing, Showering, Oct 2020 - Jan 2024

Expanded design leadership responsibilities to oversee Kohler's largest business categories - Bathroom Faucets, Bathing, and Showering. Actively leveraged regional and global Kohler capabilities while managing a team of 12+ direct and indirect designers to drive tangible results. Led multiple high-impact strategic projects and expanded new design capabilities in smart connected IoT, electronics, and appliance features. These initiatives future-proofed product platforms, including the global Wellness business vision and roadmaps, high-profile partnerships with Samuel Ross and Remedy Place, the 150-year anniversary suite and campaign, the Aging in Place suite, and a forward-looking global suite featuring advanced composite materials and innovative UI/UX.

Lead Designer - Toilet, Vanity, Mirrored Cabinet, Global Suites, May 2017 - Oct 2020

Assumed direct leadership responsibilities, managing multiple product categories — Global Suite, Commercial Space, Toilet, and Styling Space. Led design development, design reviews, and portfolio management across these categories. Revamped the declining furniture category by reviewing and successfully launching 30 different furniture collections with the Chairman. Leveraged Kohler's rich heritage, including the iconic 1927 Metropolitan Museum of Art collection, to strengthen the brand story and product appeal. Made significant contributions to the annual executive and chairman-level New Product Strategy (NPS) reviews. As the first design leader to adapt during the COVID-19 pandemic, implemented new ways of working by introducing shared digital platforms and virtual executive design reviews. Successfully managed monthly Design Reviews with the Chairman, achieving design approvals 30%+ faster than average.

Senior Designer - Commercial Space, Global Suites, Sept 2015 - Apr 2017

Revamped commercial projects in Toilet, Urinal, Sink, Faucet, Accessories, resulting major contracts and business results with innovative designs that fulfills real-world consumer and client's needs. Led multiple strategic global hospitality and CMF projects on suite and collections. Led Kohler's first Alexa embedded smart lighted suite - Veil collection, leading innovative global launch setting Kohler as smart solution leader

Industrial Designer - Global Faucet, Sept 2013 - Aug 2015

Focused on new product design and development for showroom and retail Kitchen & Bathroom Faucets and Showering products. Personally interviewed over 120+ key stakeholders and consumers to gain deep insights, resulting in the development of a new kitchen faucet platform that outperformed competitors and successfully reversed declining sales in the category. Established a new feedback system by partnering with the Customer Service department to capture ongoing insights, directly informing and strengthening future product designs.

**Industrial Designer - Adv Creative Team, Jan 2010 - Dec 2010, Seoul, South Korea**

Received the LG Hausys Silver Award and was selected to present at Salone del Milano 2008. This recognition led to a special contract with creative team to lead an advanced concept project exploring LG Hi-Macs, a newly developed thermoset composite material. The project focused on applying the material across various LG appliances, including refrigerators and air conditioners.

**Owner & Designer - Custom Motorbike Shop, Jan 2010 - Dec 2010, Seoul, South Korea**

Owned and operated design service for customizing motorbike - personalized designs and style customizations, full fiberglass, paint, tune-ups.

**Associate Industrial Designer, July 2008 - Jan 2009, Seoul / Bahrain**

EDI is an architectural and civil design firm specializing in bridges, public squares, commercial spaces, and installations. Led concept development and presentations for the billion-dollar architectural Tower Design Project for Durrat al Bahrain (Pearl of Bahrain), as well as an Island Resort in Bahrain. Successfully expanded the scope to include twin tower projects, effectively doubling project profit. Spent several months in Bahrain, Dubai, and Doha, presenting directly to key stakeholders, board members, and members of the Royal Families.

**Sergeant, Aug 2005 - Aug 2007, Yangju, South Korea**

Troops Information & Education, Public Relations - in charge of launching first Korean army website, online community, 25th Infantry Division Museum and Memorial Park design, Monthly Magazines / Newspaper, Joint broadcasting with major TV and media, translator and communicator between US Army

COLLEGE for Creative STUDIES

**MFA Interdisciplinary Design at College for Creative Studies, 2011 - 2013, Detroit, USA**

BFA Industrial & Spatial Design at Seoul National University, 2004 - 2011, South Korea
(2005 - 2007 served in South Korea Army)

**Frontier / Innovator / Enabler****DONGHA LEE**

Hybrid design leader, expert in building high performing design function that launches industry-defining products, spaces, and experiences that wins hearts and drives strong business results. With over a decade leading premium residential, wellness, and lifestyle designs, I bring strategic planning and an entrepreneurial spirit to every initiatives. I empower talent, align partners, and turn vision into reality with thoughtful, human-centered solutions that fuse creativity, empathy, and real-world values.

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Blend profound empathy, deep human insight, rigorous analysis, and bold creative vision to craft intuitive, emotionally resonant user experiences and designs that truly center people.

Business x Design Strategy

Formulate strategic, forward thinking solutions and cohesive product portfolios / roadmap that deliver measurable business impact while prioritizing human needs and long-term value.

Holistic Design Philosophy

Essential unity of form, function, and environment to create harmonious designs that seamlessly integrate the individual with their tools, products, and surroundings - fostering effortless connection and meaning.

Specialties

Design Leadership, Industrial Design, Spatial Design, UI / UX, Design Strategy / Planning, Portfolio Management, Contextual / Trend Research, Insight Analysis, 2D / 3D CAD, Rhinoceros, Keyshot, 3D Animations, Video, Adobe Creative Suite, Generative AI

Languages

Korean, English, Chinese

Over the course of 16 years, I have built a career as a designer and design leader, not merely executing design, but treating every organization I have served as if it were my own. Great design transcends aesthetics; it is the disciplined practice of solving real human problems through deep empathy, precision, and an unwavering commitment to elevating everyday experience. I consistently look beneath the surface, translating insight into tangible innovation that delivers both emotional resonance and measurable commercial impact.

Most recently, I served as Design Director for the Wellness Business Unit at Kohler Co. headquarters, a 150-year-old family-owned global enterprise that grew from a North American plumbing manufacturer into a premium leader in kitchen, bath, interiors, and wellness. With nearly 50,000 employees worldwide, Kohler is recognized globally for its heritage, craftsmanship, and innovation.

I joined Kohler 13 years ago as an Industrial Designer, gaining broad experience across all product categories before progressively assuming design leadership and strategic innovation responsibilities. When Kohler established its Wellness Business Unit in response to the global rise in health consciousness, surging chronic disease rates, and growing demand for proactive self-care, I was appointed as Design Director. In this role, I co-authored the 5-year New Product Strategy and Roadmap, led new product platform development, and contributed to marketing and overall business strategy through a design-led approach. The unit launched with the strategic acquisition of Klafs, Germany's renowned sauna brand, adapted for American home architecture. We subsequently partnered with Remedy Place to co-develop the Kohler x Remedy Place Cold Plunge Ice Bath, and have since introduced multiple new product platforms across residential, hospitality, sports, and premium wellness environments.

I have co-authored and presented the 5-year Strategy and Roadmap annually to the Chairman and executive leadership, informed by partnerships with medical advisors, Global Wellness Summit participants, and university research institutes. Drawing on my architecture background and recognizing the cultural weight of sports in the U.S., I launched a Design Service model and forged partnerships with sports teams and brands, integrating athlete and medical insights into innovative wellness solutions and spaces.

What has always set my leadership apart is the combination of strategic range and hands-on depth. My designers joke that I am the only director who shows up with sawdust in my hair, and they are not wrong. I believe design leadership earns credibility not just in the boardroom but at the workbench, and that closeness to craft is what produces work that is both visionary and buildable. That bridge is reflected in the feedback I value most: marketing leaders telling me that "design has never been this close," meaning close to the business, to the brief, and to what actually moves people.

Key Highlights:

- Co-authored the 5-year New Product Strategy (NPS) and Roadmap, establishing the long-term direction and growth framework.
- Established the Wellness Design Service program, scaling wellness environments and experiential offerings into hotels, sports facilities (including the NIKE FitLab prototype), NFL and NBA venues, and premium wellness clubs
- Led the end-to-end development and global launch of the Kohler x Remedy Place Cold Plunge Ice Bath & App, recognized as TIME Magazine Best Inventions 2025, Edison Awards Bronze, and iF Design Award winner, and featured in Fast Company, KBIS, Interior Design, and AD
- Revived and modernized Kohler's century-old furniture heritage, including the iconic 1927 Metropolitan Museum of Art collection, reviewing 30+ historic collections with the Chairman and launching 10+ new freestanding vanity and console families within a single year
- Designed the 150-Year Anniversary Suite and Campaign, showcasing advanced composite materials and innovative UI/UX to honor and reimagine Kohler's legacy
- Led EvoCycle, Kohler's first recirculating shower system, recipient of Best of KBIS Sustainability Standout, iF Design Award, UX Design Award, and EPA WaterSense Partner of the Year
- Created the Veil Collection, the world's first Alexa-integrated global bathroom suite featuring circadian smart lighting and voice control, honored with Best of KBIS, iF, and Red Dot awards, and featured in CNET, Business Insider, Dezeen, Designboom, and Interior Design
- Collaborated with British designer Samuel Ross, founder of A-COLD-WALL*, Creative Director at Apple and Whoop, and longtime collaborator of Virgil Abloh, on the Formation Series, exploring premium material experimentation and contemporary form (Salone Milano FuoriSalone; Platinum A'Design Award; iF, Red Dot, Interior Design Best of Year, and Dezeen Award)
- Holder of 30+ design and utility patents; recipient of 30+ industry awards including iF, Red Dot, Good Design, IDEA, TIME, Edison, KBIS, Universal Design, and UX Design

What I Bring to Your Organization

Human-Centered Design Leadership I combine deep empathy, human insight, analytical discipline, and creative vision to craft intuitive, emotionally resonant experiences that put people at the center. I have a strong record of building cross-functional alignment across design, engineering, marketing, and business, translating creative ambition into commercial outcomes.

Business and Design Strategy I develop forward-thinking strategic frameworks and cohesive product portfolios and roadmaps that balance human need with measurable business impact and long-term brand value. My experience includes authoring and executing multi-year product strategies in direct partnership with executive and board-level leadership.

Holistic Design Philosophy I believe in the essential unity of form, function, and environment, designing products and systems that integrate seamlessly into people's lives and foster meaningful, effortless experience. This is grounded in hands-on expertise across material innovation, manufacturing processes, and the full arc from early concept to production-ready execution.

Prior to Kohler, I led large-scale luxury architectural projects across Korea and the Middle East at EDI Design, developed premium lighting and appliance collections for LG Hausys that debuted at Salone del Mobile Milano, and founded a custom motorcycle workshop where I personally designed and fabricated one-off builds. My complete portfolio, encompassing shipped products, wellness ecosystems, new product strategy, and hands-on prototypes, is available at www.donghalee.com

Having lived and worked across multiple countries, I bring a genuine cross-cultural perspective to every engagement (fluent in Korean and English; conversational in Mandarin). I would be honored to bring my strategic design leadership and passion for elevating human experience to your organization. Thank you for your consideration. I look forward to discussing how I can contribute to your team.


Dongha Lee
Frontier / Innovator / Enabler