

Danbi Lee

Geospatial Product Management
Certified GIS Professional (GISP)
MSc. Geomatics Engineering



646-549-9470
danbilee@gmail.com
www.danbilee.com
www.linkedin.com/in/danbilee



I'm passionate about solutions at the intersection of **product management, geospatial technology, social connection and environmental justice.**

I've spent **15 years** in this space as an Urban Planner/Designer both in private and public practice, Geospatial Technologist and Information Manager in the AEC industry, and Product Manager of geodata in real-world mobile games such as Pokémon GO.



Product Management

- ▶ User Generated Map Content
- ▶ Mobile mapping applications
- ▶ Geodata platform and services
- ▶ Location-based mobile games

Geospatial Technology

- ▶ Remote Sensing - Data capture
- ▶ Remote Sensing - Image analysis
- ▶ GIS/Spatial Analysis
- ▶ Cartographic Design

Urban & Environmental Studies

- ▶ Urban Planning/Geodesign
- ▶ Public Consultation
- ▶ Parks Planning
- ▶ Conservation Planning

Product Marketing & Graphic Design

- ▶ Press Copy
- ▶ Public Speaking
- ▶ Social Media
- ▶ Merchandising



Experience

- | | |
|-------------|---|
| 2021 - 2022 | Senior Product Manager, Geodata Platform |
| 2019 - 2021 | Product Manager, Geodata Platform
Niantic Labs - San Francisco, CA |
| | <ul style="list-style-type: none">▶ Tripled weekly user conversion rate of Niantic's UGC mapping program (Niantic Wayfarer) by redesigning user onboarding from games.▶ Launched an AR mapping application for Niantic Lightship Developers from zero to 1 in less than three months.▶ Delivered a new web-application for global map data curation by the Operations team, with zero operational down time.▶ Increased Pokémon GO gameboard playability in emerging markets by 48% through strategic acquisition of POI data. |
| 2018 - 2019 | Sr. Geospatial Analyst and Product Manager |
| 2016 - 2018 | Geospatial Analyst
Ove Arup and Partners - New York City, NY |
| | <ul style="list-style-type: none">▶ Launched project web-applications for government clients enabling them to easily access project and site info such as engineering designs and progress maps.▶ Independently bid, won, designed and led a city-wide GIS study for NYC DEP to map surface impermeability for every land parcel in NYC (\$600K, 18 month project).▶ Designed and operated geodata collection programs (UAV, LiDAR, enriched point data) for the Long Island Rail Road Expansion Project, shipping hour to daily updates on construction progress (\$2.6B, 5 year project). |
| 2014 - 2015 | Parks Planner
Parks, Forestry & Recreation, Policy - City of Toronto |
| | <ul style="list-style-type: none">▶ Delivered the first contemporary report on downtown parks as part of the "TOcore comprehensive planning study" that informed an overall downtown plan.▶ Launched the first large-scale Park Asset Inventory and Use Survey by coordinating a geodata collection team using mobile mapping tech that inspired broader technology adoption across the Department. |
| 2012 - 2014 | Geodesign Researcher and Esri Europe Geodesign Summit Co-ordinator
SPINLab, Vrije Universiteit Amsterdam - The Netherlands |
| | <ul style="list-style-type: none">▶ Co-authored a chapter, provided editorial oversight and coordinated the publishing of the scientific book "Geodesign by Integrating Design and Geospatial Sciences" (Springer Publishers).▶ Led coordination and operations of the 2013 and 2014 Geodesign Summit Europe. Designed and organized two international geodesign workshops for Bachelor students from USC. |
| 2007 - 2011 | Urban Planner
DIALOG Design - Toronto, Canada |
| | <ul style="list-style-type: none">▶ Derived consensus-driven planning recommendations by conducting planning policy research and stakeholder interviews, writing technical reports and analyzing municipal strategic plans, official plans, urban design guidelines, and growth management strategies. |