

# SADIE SOJUNG LEE

Portfolio : <https://www.sadielee-design.com/>

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**SKILLS** Print Design • Digital Design • Marketing Design • Typography • Editorial Design • Identity Design • Illustration • Animation • Branding • Art Direction • UI / UX Design • System Design • User Research • Wireframing • Prototyping • Book Binding • Painting • Drawing

**TOOLS** Photoshop • Illustrator • InDesign • Premiere Pro • After Effects • Figma • Adobe XD • Blender • Procreate • Canva • Cargo • Webflow • p5.js • Processing • Notion • Miro • Microsoft Office Suite (PowerPoint, Word, Excel)

## DESIGN EXPERIENCE

June 2025 – Present

### Junior Graphic Designer

Real Chemistry - Healthcare Advertising | London, Hybrid

- Designing cohesive brand assets, including logos and presentation templates, for internal business units and affiliated brands such as sports clubs.
- Creating marketing and event materials for pharmaceutical clients and internal initiatives, including email promotions, symposium invitations, event logos, banners, and email graphics.
- Collaborating with the Medical Writing team to produce tailored visual assets, including illustrations and icons, to support scientific and marketing communications.

Aug 2022 – Present

### Freelance Graphic Designer | London/South Korea, Remote

- Crafting a distinctive brand and web presence tailored to client needs, and designing the logo, typography, and overall brand identity to achieve a more engaging and enhanced visual presence.
- Co-developing and designing an experimental publication featured at a major book fair, highlighting my collaborative approach to conceptual design.

May 2024 – Feb 2025

### Graphic Designer (Project-Based)

London College of Communication (MA GMD) | London, On-site

- Led the design and production of cohesive visual identities and promotional materials for major academic showcases, including the MA Work in Progress exhibition and the final degree show.
- Art directed and led production for the 8th ALWFAV edition, ensuring visual consistency across print and digital outputs.
- Developed a campaign including photography, editing, and social media for the accompanying symposium, demonstrating my ability to deliver cross-platform communication strategies.

Aug 2022 – Sep 2023

### Art Advisor & Graphic Designer

S.C Contemporary | South Korea, On-site

- Designed a wide range of visual assets, including posters, promotional pamphlets, and digital thumbnails, for exhibitions and educational programs.
- Developed and delivered tailored design tutorials focused on composition, typography, and visual storytelling, combining hands-on instruction with design theory to support participants in building graphic communication skills.

Mar 2017 – Sep 2019

### Graphic Designer

KNUE TV | South Korea, On-site

- Designed promotional posters, catalogues, and motion graphics for campus-wide events and graduation exhibitions.
- Developed multimedia materials, including posters and videos covering events and news, for KNUE TV, effectively increasing audience engagement.

## EDUCATION

Oct 2023 - Dec 2024

**MA Graphic Media Design** University of the Arts London (LCC) | Distinction

Jan 2021 - May 2022

**Studied Interaction Design & Computational Practice** California College of the Arts | GPA: 4.07

Mar 2015 - Feb 2020

**BAEd Fine Art Education** Korea National University of Education | GPA: 3.5