

SADIE SOJUNG LEE

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I am a multidisciplinary graphic designer with a diverse background in fine art, interaction design, and experimental publishing. My professional and academic experience has given me a strong foundation in print, digital, and spatial formats. I bring a creative and adaptive approach to each project, balancing brand consistency with expressive, story-driven visuals.

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

Graphic Design Intern

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

- Crafted a distinctive brand and web presence tailored to client needs, improving both aesthetics and user experience [[Green Minhwa \(Brand Design\)](#)]
- Re-designed the logo, typography, and overall brand identity to achieve a more engaging and enhanced visual presence. [[Geek Genie \(Rebrand\)](#)]
- Co-developing and designing an experimental publication featured at a major book fair, highlighting my collaborative approach to conceptual design [[Hello Kitty Cures My Depression \(Publication\)](#)]

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 [[‘What is Out of Doors?’ \(Exhibition Identity\)](#)] and the final degree show [[MAGMD Show 2024 \(Exhibition Identity\)](#)]
- Art directed and led production for the eighth ALWFAV edition, ensuring visual consistency across print and digital outputs [[A Line Which Forms a Volume 8 – ‘Refraction’ \(Publication\)](#)]
- Developed a campaign including photography, editing, and social media for the accompanying symposium [[ALWFAV 8 Symposium \(Campaign Design\)](#)], 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.

ADDITIONAL EXPERIENCE

Aug 2024 – Present

Gallery Tour Guide

Hon's Trips (Korean Travel Company) | London, On-site

- Conduct engaging 2.5-hour guided tours of Tate Modern and the National Gallery for Korean-speaking visitors, introducing key artworks and themes in modern and classical art history.
- Develop visual presentation materials to support tours, applying skills in layout, typography, and image selection for educational clarity.

Jul 2021 – Jul 2022

3D Design Studio Manager

California College of the Arts | San Francisco, On-site

- Oversaw the operation and workflow of a design studio, offering technical and conceptual support to students working across product, spatial, and graphic design disciplines.
- Played a key role in maintaining a creative and safe environment, enabling students to experiment with form, structure, and design communication.

Mar 2020 – Dec 2020

Art Teacher

Sacred Heart Girls' Middle School | South Korea, On-site

- Developed and implemented curriculum focused on visual literacy, design fundamentals, and creative expression through drawing, painting, and basic graphic design techniques.
- Introduced students to typography, composition, and digital design tools, laying the groundwork for future studies in visual communication.

DESIGN PROJECT

Future Ruins

MA GMD Graduation Project, LCC (UAL), 2024

- A research-driven project exploring gentrification and redevelopment in Elephant and Castle. It examines the tension between architectural change and social displacement, using 3D renders and photo collages to reflect on how today's progress may become tomorrow's ruins.

The Liminal Edge

Zine & Poster Series, 2024

- Visual and conceptual series examining the intersection of liminal spaces and the uncanny valley. The work invites viewers to consider the parallels and contradictions between these phenomena. Featured at local zine fairs, the series was presented at a dedicated stand, fostering direct engagement with a diverse public audience.

In the Shadow of Progress

Illustration Series for Exhibition 'RENTERS!', 2024

- A illustration series responding to themes of redevelopment and displacement. Shown in the "Renters" show, the work visualizes the housing crisis and gentrification's impact through a critical and narrative-driven lens.

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