

## education

**ArtCenter College of Design**

09. 2018–12.2024 | Pasadena, CA  
Bachelor of Fine Arts in Graphic Design  
with Distinction

**Adobe****Focused Coursework at ArtCenter**

11. 2023  
Group project with creative direction and product design majors. Pitched ideas for Adobe's future platform and interface integrating AI as a team with the Adobe team.

**University of Wisconsin Milwaukee**

09. 2016–05. 2018 | Milwaukee, WI  
Bachelor of Fine Arts in  
Visual Communication

## skills

**Strong working knowledge of:**

After Effects, Bridge, Hot Door CADtools, DSLR Photography, Glyphs, Illustrator, InDesign, Keynote, Lightroom, Microsoft Office, Pages, PowerPoint, Photoshop

**Familiar with:**

Cinema 4D, CSS, Excel, Figma, HTML, Lightroom, p5.js, Premiere, Processing, Procreate, XD

## languages

**Fluent in**

English and Korean (native)

## experience

**Massive Assembly**

Freelance Graphic Designer  
02.2025–present | Los Angeles, CA  
Designed visual identities and motion styleframes for high-profile global game campaigns, including Fortnite.

**New Information**

Design Intern  
07–09.2024 | Brooklyn, NY (Remote)  
Assisted the team with book, magazine, packaging, web design and research. Contributed to projects for Atribute, Homecoming, Vowels, and the Walker Art Center.

**KIA**

Sponsored Project  
05.2024 | Pasadena, CA  
Designed a car wrap for KIA and Rebelle Rally 2024. The design was selected and published by KIA.

**10 Summers Records**

Freelance Graphic Designer  
01–05.2024 | Los Angeles, CA  
Collaborated with creative directors and designers on a brand refresh.

**IN-FO.CO**

Design Intern  
01–05.2024 | Los Angeles, CA  
Assisted the team with book, branding, spatial, motion, and packaging. Contributed to projects for *A \*New\* Program for Graphic Design Teaching Guide*, Aspen Art Museum, Chapman University, and Neutra Museum. Participated in art direction, photography, and social media management for **Inventory Press**.

**ArtCenter Library**

Designer  
09.2022–10.2023 | Pasadena, CA  
Created promotional assets for library events and resources.

**Teaching Assistant**

Advanced Print Studio | Annie Luck  
Communication Design 4 | Simon Johnston  
09.2022–04.2023 | Pasadena, CA  
Assisted instructors in critiques for branding projects for magazines, cultural institutions, and corporations.

**April Greiman—Made In Space Inc.**

Design Intern  
09.2022–12.2022 | Los Angeles, CA  
Supported April Greiman with various projects related to her creative practice.

## awards

**ADC Young Ones 2025**

Tokyo 2036 brand / communication | gold cube  
Tokyo 2036 brand / communication | bronze cube  
Tokyo 2036 typography / poster | bronze cube  
Tokyo 2036 brand / communication design | merit

**Young Ones Portfolio 2025**

Jaiwon Lee graphic design | winner

**TDC Young Ones 2025**

Softness Has No Place winner

**Graphis New Talent 2025**

Tokyo 2036 platinum

**Graphis New Talent Annual 2024**

Street Poets gold  
Open Movement gold  
Museum of Science London silver  
Museum of Science London silver

**Communication Arts Annual 62**

Museum of Science London

**Graphis New Talent Annual 2021**

Error: Art of Imperfection silver

## recognition

**Type Directors Club 71 Exhibition**

Softness Has No Place

**KIA Media**

Modified Kia Telluride X-Pro sets off for adventure at the 2024 Rebelle Rally

Kia America Teases Telluride X-Pro's Return to the Rebelle Rally with Custom, Student-Designed Livery

**Digital Archive**

Time Object Space

**Hoffmitz Milken Center for Typography (HMCT)**

Student Highlight

**Voyage LA Interview**

Meet Jaiwon Lee

**ArtCenter Student Gallery**

Language of Color poster series  
Error: Art of Imperfection identity  
Austin Record Convention motion  
All That Jazz 3D motion  
National Geographic Nature Incense Collection packaging  
LA Public Library poster