

YUNJEONG LEE (JENNY)

GRAPHIC DESIGNER

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Portfolio: leejenny.com

EDUCATION

ArtCenter College of Design

Sept 2022 -

Bachelor of Fine Arts in **Graphic Design**

- ArtCenter College of Design Undergraduate Scholarship
 - ArtCenter Provost's List
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EXPERIENCE

Stanford ALC / Graphic Design Internship

Jun - Aug 2024

- Designed logo & web interface for an AI chatbot focused on Hepatitis B, using Figma
- Designed an 8-page *Year in Review 2023* booklet using Indesign
- Designed logo animation for a World Hepatitis Day video, using After Effects
- Led Youth Leadership Conference, organizing activities to inspire youth in liver health & leadership

Roastica / Freelance Graphic Designer

Sept - Dec 2023

- Designed logo & packaging (coffee bag, tin case, K-cup) for a new coffee brand in Korea

Brea Historical Museum / Volunteer

Sept 2018 - Jun 2022

- Assisted Museum supervisor in locating artifacts
 - Assisted in designing museum maps & event posters
 - Organized Korean artifacts & translated Korean documents into English
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PROJECTS

Cold Stone

Sept - Dec 2024

UI/UX design for Cold Stone using Figma, creating a mobile app with playful visuals and intuitive navigation to reflect the brand's customizable ice cream experience

Sundance Film Festival Rebranding

Jan - Apr 2024

Rebranding for Sundance Film Festival focused on creating vibrant visuals with bold colors, abstract patterns, and dynamic posters to capture the festival's energy & strengthen its connection with audiences

SKILLS

Tools

Adobe / Indesign, Illustrator, Photoshop, After Effects, XD
Figma, Webflow, Maxon Cinema 4D, Procreate

Design

Branding, UI/UX, Packaging, 2D/3D Motion, Editorial Design