

## 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

**Vast**

Brand Designer  
04.2025–present | Long Beach, CA  
Working as a brand designer to build  
brand voice and presence in the space  
industry. Designed wayfinding, decks,  
merch, print, and marketing materials.

**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, Home-  
coming, 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. Contrib-  
uted 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**.

**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

**Tokyo 2036**

ADC Young Ones 2025 (Gold Cube)  
ADC Young Ones 2025 (Bronze Cube)  
ADC Young Ones 2025 (Bronze Cube)  
ADC Young Ones 2025 (Merit)  
Core77 Awards 2025 (Student Runner-Up)  
Gaphis New Talent 2025 (Platinum)  
Print Awards 2025 (2nd Place)  
Print Awards 2025 (3rd Place)

**Softness Has No Place**

Young Ones TDC 2025 (Winner)  
Type Directors Club 71 Exhibition

**Young Ones Portfolio 2025**

Jaiwon Lee (Winner, Graphic Design)

**Street Poets**

Gaphis New Talent 2024 (Gold)  
Gaphis New Talent 2024 (Shortlist)

**Open Movement**

Gaphis New Talent 2024 (Gold)  
Gaphis New Talent 2024 (Silver)

**Museum of Science London**

Gaphis New Talent 2024 (Silver)  
Gaphis New Talent 2024 (Silver)

**Error: Art of Imperfection**

Gaphis New Talent 2021 (Silver)

## recognition

**KIA Media**

*Kia America Teases Telluride X-Pro's Re-  
turn To The Rebelle Rally With Custom,  
Student-Designed Livery*

*Modified Kia Telluride X-Pro Sets Off For  
Adventure At The 2024 Rebelle Rally*

**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