

Grace Lee

Multidisciplinary Designer

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WORK EXPERIENCE

Graphic Design & Social Media Manager
McLean School
2025 - Present

352,000+ organic Instagram views generated in 90 days that reached **10x** the school's follower base and drove a **27%** profile-visit rate.

73% conversion rate achieved on print-to-digital collateral; designed QR-integrated assets that successfully moved physical audiences.

Graphic Designer
STAMP Marketing
2022 - 2024

Designed multi-channel marketing and promotional materials across print, digital, and social platforms for internal and external clients.

INVOLVEMENT

Co-Instructor
Student Initiated Courses
2022 - 2023

Developed, designed and delivered presentations on design principles, tools, and workflows, teaching **20+** students skills in Figma, Adobe Creative Suite, prototyping, and visual storytelling.

Design Director
Technica Hackathon
2022 - 2023

Led a team of 7 designers to deliver a cohesive visual campaign that boosted social media impressions by **302%** and drew **1,200+** attendees.

Oversaw concept-to-execution design across campaign graphics, UX prototypes, animated assets, and sponsor materials.

EDUCATION

University of Maryland
College Park - Dual B.A.

Immersive Media Design - Emerging Creatives Track
Studio Art - Graphic Design Track

ADDITIONAL

ACUI: Steal This Idea Competition 2nd Place
Clarvit Design Scholarship