

# YUNJEONG LEE (JENNY)

## GRAPHIC DESIGNER

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Portfolio: [leejenny.com](http://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

## EXPERIENCE

### Teaching Assistant / Info Design

Sept - Dec 2025

- Teaching Assistant for Information Design, supporting critiques and providing feedback to students.

### 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

## PROJECTS

### Routa

Sept - Dec 2024

UI/UX design for Routa using Figma, developing a mobile and smart-glass navigation experience focused on safety, accessibility, and intuitive wayfinding.

### 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