

## PROFILE

I am a graphic designer from South Korea, currently based in Berlin.

I specialize in visual communication and creating meaningful designs across print, fabric, and digital platforms.

My work thrives at the intersection of creativity and problem-solving, serving clients in music, fashion, and cultural institutions.

# HyeYoon Lee

## EDUCATION

Bachelor of Industrial Design  
Keimyung University, South Korea (2015)

Trained in design process, materials, and creating functional and visually appealing products.

## SKILLS

Adobe Illustrator, Photoshop, InDesign  
Premiere Pro  
Blender 3D  
Figma



# Your next Graphic Designer!

## EXPERIENCE

### Freelance Visual Designer / Art Direction

Berlin / Seoul (2022–Present)

Delivered creative solutions for clients in music, fashion, and cultural sectors.  
Focused on brand identity, digital assets, and promotional materials.

### Junior Art Director / Graphic Design Intern

#### The Gaabs

Creative Service Agency, Berlin (March 2021–June 2021)

Enhanced UI design and 3D skills during the internship.

Collaborated on projects for high-profile clients, refining design precision and technical expertise.

### Graphic Design Team Leader

#### ONONON

Upcycling Product Design Group, Seoul (March 2018–November 2020)

Led the design team for an upcycling brand utilizing silk screens on recyclable materials.

Designed brand identity, product patterns, and promotional materials, contributing to both creative and hands-on production.

### Graphic Designer & Social Media Manager

#### Brown Bricks

Multi branding Company, Seoul (April 2020–October 2020)

Managed promotional assets and social media campaigns for brand collaborations.

Designed flyers and refined the company's visual identity.

### In-house Graphic Designer / Freelancer

#### Channel 1969

Korean Underground Music Association, Seoul (May 2017–August 2020)

Designed flyers, merchandise, and promotional materials for artists.

Actively participated in Seoul's underground music scene, collaborating with local musicians.

### Professional Design Advisor

#### KBP

Home & Interior Fabric Product House, Seoul (March 2017–May 2019)

Designed materials for social media and managed client relationships.

Provided design advice and project guidance, building strong analytical and communication skills.

# PORTFOLIO

# SOCIAL MEDIA