

SIWON LEE

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EDUCATION

Pratt Institute

M.F.A.

Communications Design

May 2021

New York, NY

Duksung Women's University

B.F.A.

Graphic Design

February 2019

Seoul, Korea

SKILL

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effect

Adobe Bridge

Adobe Premier Pro

Figma

Blender

Invision

Sketch

WORK EXPERIENCE

Creative graphic designer with extensive experience in digital and print design, marketing campaigns, and brand development. Skilled in Adobe Creative Suite and Figma, seeking to contribute to innovative projects at a dynamic company. Passionate about enhancing brand identity and creating compelling visual content that drives engagement and achieves business goals.

WORK EXPERIENCE

Graphic Designer

Coach, New York

February 2022 - May 2024

- Designed digital content and print collateral for Coach's retail and homepage, landing pages, emails, in-store environment across all platforms
- Assisted the retail creative team and art directors on still life and on-figure photoshoots on location from pre-production to post-production
- Partnered with copywriters, art directors, project managers, and developers on day-to-day creative updates and site refreshes
- Supported 360° Marketing Campaign (Holiday, Black Friday, Cyber Monday, Customer event, etc.) across all print, digital, signage, and out-of-home materials
- Directed production artists on digital/print projects for elevated design assets for Coach Global

Brand Creative Content Apprentice

Coach, New York

June 2021 - February 2022

- Prepared layouts, developed graphics, and designed promotional tools
- Participated in creative brainstorming sessions with the team
- Created within an existing brand framework - print, digital templates imagery guidelines, and typography
 - Collaborating with Art director and graphic designer for day-to-day creative assets and evergreen projects.
 - Assisting Sr. Art director and graphic designer for post-production/photo retouching

VOLUNTEER

Creative Team

KANA, New York

March 2020 - Present

- Developed contents for promotion of young Korean creatives in NYC
- Created digital assets for social media and website