

Kelly Lee

Sr. Brand & Graphic Designer



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PORTFOLIO

View portfolio on
eznadesigns.com



QUICK VIEW

- **20+** years of experience
- **Not just design:** Specializes in brand story through visual design, print/digital
- **Multi-task:** Excellent at handling multiple clients and prioritizing/shuffling
- **Communication:** Keeps client comfortably engaged to understand clients' marketing strategy and goals
- **Execution:** Works efficiently in timely manner with little to no supervision

EDUCATION

Pratt Institute (Brooklyn, NY)
BA Communications Design, Illustration

CLIENT HIGHLIGHTS

Timely Care
Jax Karwash
Persone
Milo Studio AI
Syensqo
Asure Software
PrismHR
Vensure Employer Solutions
Vensure Staffing Alliance
Love & Pebble (as seen on Shark Tank)

EXPERTISE

brand concept
visualizing campaign strategy
design for purpose
deadlines
detail-oriented
illustration
prompt/responsive
fast learner
time management

PROFICIENT SKILLS

- Adobe Illustrator, InDesign, Photoshop
- Figma
- Web/UI Design
- Procreate
- Bilingual (Korean, Eng)

EXPERIENCE

PERSONE

- Client seeked to reorganize and revamp their branding
- Worked with president to redevelop brand story and identity, including brand colors and design treatments for digital marketing assets and website
- Working currently to overhaul current website within the next few months

BRICKHOUSE STRATEGY

- Lead designer for clients: Jax & Jilly's Karwash, Asure Software
- Collaborated directly with Brickhouse Strategy president and client managers to meet deadlines
- Worked on multiple digital ad campaigns and contributed strategic input on several projects

TIMELYCARE

- Contract work alongside their social media marketing manager and in-house graphic designer to proactively create digital content for their social platforms
- Trusted with creative side projects for tshirts and tote designs for their events
- Assisted with other marketing assets and white papers

BEARPAW PARTNERS

- Lead designer, managed junior graphic designer
- Oversaw multiple design clients, ensuring timely delivery and adherence to client brand specifications
- Provided guidance and support to junior designer, offering feedback and fostering skill development
- Collaborated with client's team members to produce high-quality visual designs for various digital platforms, including websites, social media, email campaigns, eguides, brochures, and ads
- Maintained and enhanced client brand identities through cohesive design strategies and guidelines

OTHER FREELANCE WORK

EVEROUR EVENTS LLC

- After seeing a gap in the market for thoughtful designs in celebrating life events, I founded a start-up with my partner to develop event decor inspired by Korean traditions. I designed products that took older traditions and modernized it for the newer generations of parents.

LOVE & PEBBLE

- Introduced and pitched original concepts and guided client on vision for rebranding; client was extremely happy with the outcome
- Original new product packaging design was featured on national television (Shark Tank)
- Rebranded existing logo and other packaging for new brand image - targeting a new demographic

YES MAAM PAPER + GOODS

- Assisted owner for a new start-up brand
- Served as liaison for vendors and handled majority of communication
- Adapted fiercely to provide efficiency in product research and development to final execution
- Complemented final designs with hand-draw illustration for packaging

WASHINGTON PRINTING CO., LLC

- Took initiative in building client relationships and vendor rapport
- Was trusted in handling larger profile clients such as LG Hausys, Saigon Cafe
- Praised for catching client errors before final execution (pre-press)