

MICHAEL LEE

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SUMMARY

Expert Level Designer & Illustrator with 10+ years experience creating impactful solutions for various projects and clientele

EXPERIENCE

Senior Designer & Brand Manager

Lotus United: January 2018-March 2020

- Controlled art and creative direction for Lotus United with a focus on brand alignment and growth
- Headed project management and creation of all marketing media to influence brand presence
- Coordinated content for social media platforms including Facebook, Instagram, LinkedIn
- Built complete brand packages including logos and branding guidelines for external clients
- Engineered client marketing deliverables: Websites, forms, sales decks and request for proposals
- Monitored quality assurance for artwork in retail environments
- Orchestrated art direction for external photographers and internal promotional video production
- Identified and problem solved production issues and processes using BaseCamp
- *Tools: Adobe Creative Suite: Illustrator, Photoshop, Indesign, Premiere, After Effects, Wacom Cintiq, Wordpress, Wix Website Builder, Squarespace, Nikon DSLR, Powerpoint, Word, Instagram, Google Ads, Google Analytics*

Senior Designer & Design Consultant

City Of Michael: September 2015-December 2018

- Delivered expert level knowledge as a graphic designer, illustrator, artist for private clients
- Designed effective editorial, spot and infographic illustrations
- Established brand identities including logos, brand guidelines and key messaging for clients
- Made and produced print and digital marketing materials
- Authored art direction, look & feel boards, and photography style guides
- *Tools: Adobe Creative Suite: Illustrator, Photoshop, Indesign, Premiere, After Effects, Wacom Cintiq, Wordpress, Wix Website Builder, Squarespace, Nikon DSLR, Powerpoint, Word, Instagram, Google Ads, Google Analytics*

Senior Designer & Illustrator

TCi Design + Branding: September 2015-August 2017

- Drove creation of logos, branding and guidelines for clients
- Established design layout of promotional goods to prepare for production
- Generated mural design and vision
- Prototyped website designs and oversaw hand off to developers
- Conceptualize and integrate ad campaigns for various government agencies
- *Tools: Adobe Creative Suite: Illustrator, Photoshop, Indesign, Premiere, After Effects, Wacom Cintiq, Wordpress, Wix Website Builder, Squarespace, Nikon DSLR, Powerpoint, Word, Instagram, Google Ads, Google Analytics*

Graphic Designer & Illustrator

Connelly Skis - September 2013 - August 2015

- Accelerated Connelly ski brand through product design, marketing deliverables and catalogs
- Designed and illustrate on-trend graphics for hard goods, soft goods and packaging
- Created product specifications for stateside and foreign manufacturing
- Managed package design for boxed hard and soft goods
- Explored trend and color research to enhance product sales
- *Tools: Adobe Creative Suite: Illustrator, Photoshop, Indesign, Premiere, After Effects, Wacom Cintiq, Nikon DSLR*

EDUCATION

Bachelor of Fine Arts: Cameron University

Continued Learning: School of Visual Concepts - Adobe Premiere Pro CC for Video Editing, Level 1

Continued Learning: Luminous Works - After Effects Basics