

# Agnes J. Lee

Digital Designer

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## Education

### Northwestern University

Sept 2018 – June 2022 Evanston, IL

B.S. in Journalism, Minor in Psychology, Integrated Marketing Communications Certificate | GPA: 3.9

Course Highlights: Technology & Human Interaction, UX Design, Service Design, Visual Storytelling for the Web, Intro to Data Visualization, Interactive Journalism, Reporting & Producing Social Media Video

## Work Experience

### San Francisco Chronicle | Digital Design Intern

Mar 2022 – June 2022

San Francisco, CA

- Designed and developed interactive projects using React and Figma for the Chronicle and other Hearst publications, and provided design support on print and multimedia projects as needed

### Medill Student Services | Student Services Worker

Oct 2018 – June 2022

Evanston, IL

- Completed weekly projects such as creating scholarship newsletters for journalism students, conducting research for department heads and student body, and producing event flyers and school-wide handbooks used at convocation and distributed to employers for graduate student job recruitment

### STITCH Magazine | Co-Design Editor

Oct 2018 – Mar 2022

Evanston, IL

- Created one to two magazine spreads and weekly online graphics per quarter while supporting 10 team members, and assisted with redesign of online website on Squarespace through wireframing

### New England Public Media | Graphic Design Intern

Oct 2021 – Jan 2022

Springfield, MA

- Designed assets optimized for social, email and television promotions for radio, television and in-person performances, and coordinated online distribution of email newsletters to over 30,000 recipients

### Moonrise Social Club | E-Marketing Intern

Sept 2021 – Dec 2021

Remote

- Performed preliminary competitive research to build out and design marketing accelerator e-learning course for Marketing & Career Consultant TikTok Influencer Mario Moreno (@followmario)

### PBS | Social Media & Audience Dev. Coordinator/Intern

June 2021 – Oct 2021

Arlington, VA

- Executed content schedule of 3-9 weekly posts and brand copy across Instagram, YouTube and Twitter accounts of 7,000 followers and 264,000 subscribers to reach +85.4% accounts and +107% nonfollowers
- Evaluated potential opportunities to increase engagement by curating interactive multi-part Instagram stories to promote digital series and implementing caption and thumbnail templates for show producers

### Glantz Design | Project Management Intern

Apr 2021 – June 2021

Evanston, IL

- Managed branding and web projects for 5 clients by monitoring project milestones and workflow in CMS, maintaining client-facing and designer communication, and assisting with completing strategic presentation decks and creative briefs

## Additional

- **Skills:** Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, XD), HTML, CSS, JavaScript, React, Social Media Management, Content Management Systems, MailChimp, Google Suite, Microsoft Office, Copy Editing, Video Filming, Audio Recording, Working Knowledge of Spark AR / Figma / Tableau / WordPress / Squarespace / R | **Language:** English (Native), Korean (Fluent)
- **Activities:** Student Affairs Marketing (Video Editor), Daily Northwestern (Video Desk Contributor/Editor), North by Northwestern (Designer), NUAsian (Contributor), Sigma Psi Zeta (Peer Educator, Treasurer, Design Chair), Private Tutor (11 students in 3<sup>rd</sup> – 11<sup>th</sup> grade)