

Jee Yoon Lee

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Wellesley College

B.A. Media Arts & Sciences
B.A. Art History
Expected June 2019
3.64 GPA

Massachusetts Institute of Technology

Cross Registration, Design

Activities

Wellesley Women in Business
Student Admission
Representative

Design

Sketch
Photoshop
InDesign
Illustrator
Invision

Development

HTML5/CSS3
Javascript
jQuery
Git/Github

Media

FinalCutPro
Premiere Pro
Lightroom
Processing

Social

Hootsuite
MailChimp
Google Analytics

WHACK (Wellesley Hackathon)*Designer Fall 2017*

Collaborated with Co-Directors on overall art direction for WHACK Fall 2017 (developing a theme, visual identity, and branding). Created mockups and contributed ideas on how to improve the user experience for the website with the Web Developers. Worked with Social Media coordinators for graphics for the campaign.

Hewlett Packard Enterprise*Digital Marketing Intern Summer 2017*

Assisted in the coordination of marketing campaigns including collaboration with in-house creative agency. Conducted CTA marketing for the Korean version of the HPE website. Translated product content and suggested conversion strategies to help improve user experience

Wellesley College Alumnae Association*Communication Design Assistant Summer 2016 — Present*

Created graphics using InDesign and Photoshop for digital advertising, compiled key insights from surveys for strategic planning. Managed social media (1000+ engagement on Twitter, Facebook, Instagram). Conducted research on promotional materials and content analysis

Museum of Fine Arts, Boston*Education Department Intern Summer 2016*

Educated children and teens about different mediums from painting to mobile sketching. Collaborated with other interns and teachers to develop relationships with students through hands on interactive experiences. Assisted Studio Teen with classroom set ups and prepared materials for instructors of the Studio Art Classes Program.

Wellesley News*Digital Editor, Contributing Writer Fall 2015-2018*

Oversaw digital strategy using WordPress to improve site functionality and accessibility for readers. Increased readership by 300% in two years by creating infographics, weekly digest using MailChimp, launching Facebook, Twitter, LinkedIn pages, and recruiting online columnists. Contributed feature and arts articles for the weekly print paper.

Anderson Ranch Arts Center Scholarship Recipient*Experimental Animation & Video with Code July 2018*

One of the workshops in Photography and New Media with Casey Reas, the co-founder of Processing, a programming language built for visual design.