emily lee

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Senior Designer, Art Director

I'm a designer and visual thinker, who enjoys creating and developing playful, engaging, interactive solutions. With over five years of experience designing for a variety of industries, including media and entertainment, healthcare, and finance, I've honed my ability to adapt my design aesthetic to a range of brands and styles. An ambitious and quick learner with boundless imagination, I am always excited to take on the next challenge, and to explore its creative possibilities.

experience

DirecTV | AT&T
Senior Designer New York, NY   Dec 2016 - Present

- Concepting and designing microsites, landing pages, campaign assets, and iconography for DirecTV and AT&T.
- Performing design QA to ensure products stay on-brand and true to design.

Isobar
Visual Designer New York, NY   Jan 2015 - Aug 2016

- Concepted and designed responsive websites, cross-platform mobile & TV apps (iOS, Android, AppleTV), consumer and internal-facing applications, presentations, pitches, and case studies.
- Conducted market research and concepted solutions to client briefs, representing them through self-directed moodboards and comps.
- Worked closely with UX designers and developers.
- Performed design QA to ensure products stay on-brand and true to design.
- Clients included NBC (USA, Bravo, Syfy, Telemundo, E!, Esquire, NBC Universo, Oxygen, Sprout, MSNBC), IntegraMed, LexMar Global, and Umpqua Bank.
- Actively attended conferences and workshops to stay on top of design and tech industry trends.
- Led monthly company-wide communications training group.

Situation Interactive
Interactive Designer New York, NY   May 2013 - Aug 2014

- Concepted and designed websites, landing pages, banners, rich media units, and social media campaigns.
- Storyboarded and developed flash banners, animations, and videos.
- Gave art direction to freelance designers.
- Performed design QA to ensure products stay on-brand and true to design.
- Worked closely with front-end developers, project managers, and account teams.
- Clients included The Metropolitan Opera, Roundabout Theatre, Ripley's Believe It or Not!, and Broadway musicals *Wicked*, *Cinderella*, *Rock of Ages*, *Mama Mia!*, *Beautiful*, *Hedwig and the Angry Inch*, and others.

GAIN Capital
Interactive Designer Bedminster, NJ   Jun 2012 - May 2013

- Concepted and designed flash banners, landing pages, widgets, infographics, social media assets, and style guides for FOREX.com and GAIN Capital.

- Managed the front-end development of FOREX.com landing pages and the TradeKing Forex microsite.
- Branded TradeKing trading platforms and mobile apps.
- Branded the Tradable for FOREX.com appstore.

Zemoga
Graphic Design Intern New York, NY   Jun 2011 - Aug 2011
- Concepted and designed on-brand materials, including a laptop case, notepads, and coffee packaging.
- Concepted and designed the Pixels & Pills blog and YouTube assets.

DoSomething.org
Graphic Design Intern New York, NY   Jan 2011 - Apr 2011
- Concepted and designed wireframes, landing pages, and digital and print collateral for campaigns.
- Campaigns included "Stop Bullying" campaign, Aeropostale's "Teens for Jeans," HP's "Green Your School Challenge," and VH1's "Battle for the Bands."
- Created branding system for DoSomething.org's young social entrepreneur program *BootCampX*.

Nimli
Graphic Design Intern New York, NY   Nov 2009 - Feb 2010
- Concepted and designed banners and hero images.
- Retouched product photos for website.

education

Pratt Institute
M.S. Communications Design with Digital Design Emphasis
Honored as Distinguished Student
New York, NY | May 2012

Carnegie Mellon University
B.H.A. Fine Arts & Creative and Professional Writing, with Honors
Minor in Business Administration
Pittsburgh, PA | May 2009

honors

- Hilson Family Scholarship Award for Excellence, 2011
- American Assocation of Advertising Agencies Award, Operation Jumpstart Scholarship III Recipient, 2010 - 2011
- National Honors Scholar Society, 2009
- Dean's List, 2008 - 2009

skills

Design
- Art Direction
- Branding
- Concept Development
- Illustration
- UI
- Wireframing
- Responsive Design
- Marketing
- Motion
- Photography
- Packaging
- Print

Software
- Photoshop, Illustrator, InDesign, AfterEffects
- Sketch, InVision
- FinalCut Pro
- Keynote

Code
- HTML, CSS, jQuery, Javascript