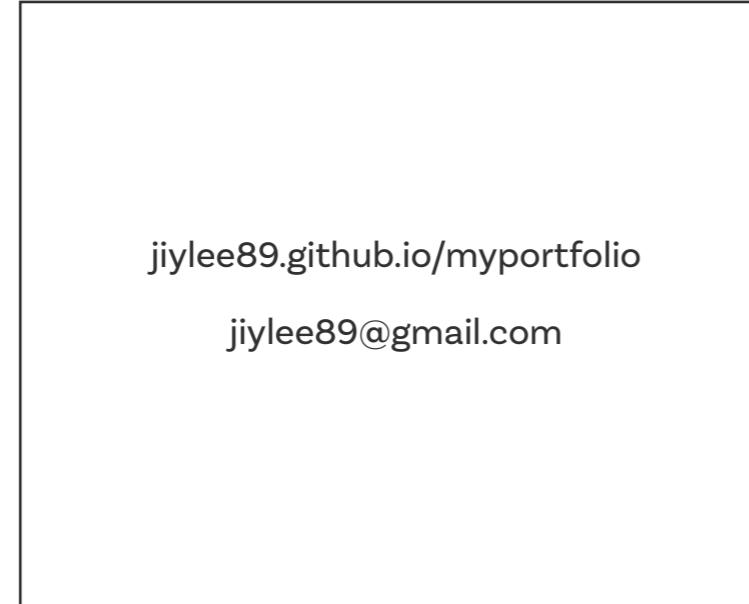


Portfolio

DIGITAL/WEB DESIGN



BY JI YEON LEE



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GRAPHIC/WEB DESIGNER



My name is Ji yeon and I graduated with B.S in Fashion Design with concentration in Knitwear Design in 2014.

After graduating I worked as a fashion designer within the fashion industry for 5 years.

Following the design industry, I pursued my bachelor's degree in Graphic Design with a concentration in Web Design at Southern New Hampshire University in 2022. While completing my degree at SNHU, I gained high level of web design skills including, front-end development (Design, content, HTML/CSS) to back-end development (JavaScript). Moreover, I was able to accomplish many projects that involves using multiple software such as Adobe Photoshop, Illustrator, InDesign, Animate, Lightroom, and XD. I value simplicity, beauty, and craftsmanship, always seeking to create work that balances modern and classic aesthetics with a playful twist.

About Me

JI YEON LEE

DIGITAL/WEB DESIGNER

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EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Bachelor of Arts in Graphic Design and Media Arts / Web Design Honor Roll (2020, 2021, 2022)

2020 - 2022

FASHION INSTITUTE OF TECHNOLOGY

Bachelor of Arts in Fashion Design / Knitwear Design

2010 - 2014

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Adobe Animate
Adobe Lightroom
Adobe XD
HTML/CSS/JavaScript
Photo/Video Editing
Web Design
UI/UX Design
Typography
Layout and Composition
Branding and Identity
Strong Communication Skills
Time Management
Problem Solving

OBJECTIVE

Motivated and creative Digital/Web Designer with a strong foundation in Graphic Design and 5 years of work experience in Fashion Design. Graduated from Fashion Institute of Technology and earned a bachelor's degree in Graphic Design from Southern New Hampshire University. Proven ability to bring a fresh perspective to design projects, blending creativity, attention to detail, and adaptability. Well-equipped to navigate the fast-paced nature of the fashion industry. Proficient in Adobe Creative Suite, I seamlessly transition my refined sense of style and attention to detail into visually striking designs. Eager to leverage my dual expertise to contribute to dynamic projects, my goal is to create impactful and innovative designs that exceed expectations.

PROFESSIONAL EXPERIENCE

Woven/Cut & Sew Knit Designer

Juven's, Inc | July 2017-Sept 2019: Women's Violet + Claire/Printemps

Led design team for Printemps Spring 2020 Collection.
Researched and developed cut & sew knits for Violet + Claire Spring 2020 Collection.

- Responsible for sketching, trimming and tech pack completion of full collection
- Directed styling at e-commerce photo shoot sessions
- Organized and participated in bi weekly fittings to achieve top fit and quality
- Created cad works for print placements and detailed tech packs
- Provided supervision and support for associate and assistant designers

Associate Woven Designer

Juven's, Inc | July 2015-Jun 2017: Women's Violet + Claire

Designed, researched and developed monthly deliveries.
Clients include T.J. Maxx, Dress Barn, Century 21, Laurie Felt, and Winners.

- Responsible for making trim chart, checking sample yardage and proceed lab dips
- Developed flat sketches using illustrator

INTERNSHIPS

TORY BURCH | Feb 2014-May 2014: Knitwear Design Intern

MICHAEL KORS | Sep 2013-Dec 2013: Knitwear Design Intern

OSCAR DE LA RENTA | May 2013-Dec 2013: Fur Design Intern

BRANDON SUN | May 2013-Dec 2013: Woven Design Intern

01

E-Magazine

Architectural Digest



Made For: **Architectural Digest**

Concept: **Beautiful, modern, and classic luxury design**

Description:

This project was to create a E-Magazine for Architectural Digest, one of the best interior design magazines that features exceptional resources on both interior and exterior architecture and design. They are known for displaying the most beautiful, modern, and classic luxury homes worldwide through high quality photography and stories. This creation of digital publication on tablet application will bring its brand identity to the next level of luxuriousness. The design emphasizes app responsiveness and allows readers to engage more to be part of it.

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Inside Jake Arnord's
Eight Month Renovation
of Paris home of Drs. Jason
and Jessica Diamond

Peek Inside Athena Calderone's
Newly Renovated Hamptons

Creating the Ultimate Kitchen
Oasis with Oliver M. Furth

2 | ARCHITECTURAL DIGEST

home inspiration

French CHIC

"That's all about cool neutrals and natural
Inside Jake Arnord's Eight-Month Renovation of the Paris home
of Drs. Jason and Jessica Diamond



Designer Jake Arnord transformed the home of Drs. Jason and Jessica Diamond into a serene sanctuary. The living room composition includes a custom sofa, stools by Green River Projects, West Elm, a knit wire coffee table, and an Apparatus pendant light. The floors are reclaimed French oak.



3 | ARCHITECTURAL DIGEST

Less Is Always More

Designer Jake Arnord's eight-month renovation of the Paris home of Drs. Jason and Jessica Diamond provides an elegant object lesson in expeditious decoration: take away, then add. First, the subtraction: The existing house had, in Arnord's words, "a heavy '80s glam vibe" that was inconsistent with the simple sophisticated flavor desired by the couple, as well as the homeowners. Arnord began by scaling away some of the more dated elements of the decor, notably a host of elaborate moldings and column details, overheight, fan-timbered fireplace surrounds, and track lighting.

Once the architectural backbone was tamed, the designer completely recast the character of the home through a series of strategic additions. He replaced the existing floors throughout the home, beginning in the entry atrium, where he installed a patchwork of reclaimed grey barn limestone. In the primary social spaces, the stone transitions into floors of rough-hewn, reclaimed French oak in planks of varying widths. The result is a sense of history and texture. Arnord also sheathed the walls in parchment-colored Venetian plaster, further enhancing the depth and texture of the architectural envelope.

"These materials have inherent character and tone, so they make a big impact," Arnord says. "We were obsessed with the tone of the house, so we decided not to do a lot of carpet. The floors already have so much warmth and beauty."

The designer also installed reclaimed wood beams in the ceiling of the primary bedroom as well as in the massive skylight that crowns the entry courtyard, creating a bond between overhead and underfoot planes.

"The curtains are tailored like an amazing gown. We played up the height to create a powerful vertical element."

The furnishing scheme conforms to the overall aesthetic of whimsical restraint. In the living room, a custom-lined-covered sofa is joined by vintage Hans Wegner chairs, a Jean Royère sofa, stools by Green River Projects, and a knit wire coffee table. In a nearby fireplace surrounded with veins of deep purple adds a splash of drama and contrast to the composition without completely disrupting the neutral palette.

"In this house, and in my work in general, less is always more, that's the common thread."



A mirror from Galerie Half surmounts a vintage console from Lucca Antiques in the entry. Reclaimed limestone floors set the tone for the experience of the home.

"The clients wanted to keep everything stripped back and minimal, but we didn't want the house to feel too Old World. They're a young, modern couple with two young children, and the house needed to reflect the spirit of their family."

The rest of the home shows the same mix of refinement and restraint. In the bedrooms, Hans Wegner chairs surround a trim Mickey Kehoe table with a sheep-sag base finished in a classic Jean Prouvé setting-jib wall lamp. In the bathroom, a polished black marble slab is set against a black slate as a moody backdrop for an epic Carlo Scarpa desk in white marble. In a powder room, the designer retained the original marble-tiled wall panels and added a dark wood vanity. "I use a lot of dark woods, but when I do, it's typically the more subtle tones, like the tones of rust in the primary bedroom," Arnord says.

Ultimately, the strength of this house resides in the harmony of the designer's lingua franca—unpretentious forms, understated luxe, elegant lines, patina, and texture.

TIP: EXPERIMENT WITH TEXTURE
"I like a varied texture—something slick and shiny against something more matte and rough. Appliances tend to be very slick so it's nice to pair them with something textured. A countertop should be relatively smooth for cleaning purposes, so maybe you find your texture with the backsplash."

exclusive home tour

MY BEAUTIFUL HOME
Athena Calderone

Peek Inside Athena Calderone's Newly Renovated Hamptons Home

Taking cues from her new book *Live Beautiful*, the lifestyle maven refreshed the kitchen, living room, and family room in her Amagansett, New York, home.

Calderone paired her existing *Caravane* sofa with an Anglo-Mughal-style round cocktail table and a 1960s Giovanni Travasa bamboo armchair.

“I’m curious about how design unfolds and how one point of inspiration can lead to something completely unexpected,” says Calderone. “The common thread is that all of these designs were very much about embracing imperfections and allowing themselves to tell a story only they can tell.”

“The alabaster *Apparatus* sconces led me on this path of asymmetry,” says Calderone, of the Green River Project console she used as a sideboard off the dining area. The artwork is by Ethan Cok, and the Russian olive.

Taking a DIY approach to the space—she was under both time and budget constraints—Calderone and her husband repurposed a piece of reclaimed wood paneling that dominated the kitchen island before enlisting Kamp Studio to create the fluted-plaster island over the existing plywood.

4 | ARCHITECTURAL DIGEST

Miele

Creating the Ultimate Kitchen Oasis with Oliver M. Furth

The kitchen is one of the most important, and most personal, rooms in the house, no matter what sort of space you envision yourself in—one befitting the consummate entertainer, the experimental chef, the messy cook, or some combination. And, given the wealth of options available, the kitchen can also be one of the most overwhelming to create. That's why Los Angeles-based interior designer Oliver M. Furth takes a four-part approach to kitchen design, one that mirrors the brand pillars of one of his go-to appliance makers, Miele. Here, Furth's take on four key points to every design project and his top tips to create the ultimate oasis.

H 6880-2 BP MIELE CONVECTION OVEN
M Touch Convection Oven with MasterChef automatic programs.

www.mieleusa.com

02

Magazine

Wood Block Printing



Made For: Wood Block Printing

Concept: Modern, clean, simple, and trendy

Description:

This project was to create a magazine spread text layout with given article, the wood-block printing. The article is targeted for adults who have an interest in art and design. The article has a casual tone explaining the narrator's experience on the process of wood-block printing. When selecting the fonts, the targeted audience was considered. The final design has two versions of design layout, one with the fonts that reflect a more serious and professional look and one that reflects a more minimalistic and modern look.

03

Branding

Upper Crust Bakery

Made For: **Upper Crust Bakery**

Concept: **Classic and warm atmosphere**

Description:

This project was to create brand identity for the Upper Crust Bakery, a bakery known for its high quality, freshly baked goods. The bakery is a family run business and its recipes have been passed down from its home country of France.

The overall design displays its classic and warm atmosphere that makes you feel like you are in Paris. The Upper Crust Bakery asked for a classic and symbolic logo

design to represent their brand. They are a family run business with a deep rooted history of 41 years in business and they wanted a brand image that represented not only the essence of French atmosphere, but also their high quality goods.

The colors of red, white, and blue were chosen to represent the colors of French flag to give the atmosphere of their home country of France. The pictogram of the Eiffel Tower and wheat leaves fulfills the client's need in symbolic meaning of the logo. The curved shape of wheat leaves wrapping around the Eiffel Tower and "Upper Crust Bakery" create the shape of a circular outline in balance in Design. The typeface for "Upper Crust" is a script style with French vibes. The final design naturally leads the customers to see Upper Crust Bakery as an authentic French bakery.



04

Advertisement

Amethyst Bay & Spa



Enjoy your Paradise one
at a time



716 Amethyst Bay Boulevard, St. Thomas, VI 00802

P. + 866 323 7070

www.amethystbayresort.com

Made For: **Amethyst Bay & Spa**

Concept: **Luxury, bright, airy,
and relaxing**

Description:

This project was to create a magazine advertisement and a promotion banner for Amethyst Bay Resort and Spa. When I first thought about the main message for Amethyst Bay Resort & Spa, I asked myself which parts of an advertisement appealed to me the most in choosing a specific resort from many others. The most important aspects of choosing the best resort & spa is the price, package deal and the scenery of local attractions. When I think of myself choosing a hotel to stay, I first look at their cover photo and deals that they are offering. Therefore, I used a picture of a beautiful scenery at the resort with people enjoying the island for the campaign and let the customers imagine their days at Amethyst Bay Resort & Spa. Also, image of a cocktail helps the potential guests to visualize what it would be like to have a sip of cocktail with the amazing view. The photographs' colors are compatible with the color scheme of the logo, which creates a balance in overall design.



05 Web

Java Been



Made For: **Java Been**

Concept: **Minimal, modern, and creative**

Description:

This project was to create a responsive website for Java Been, a bustling cafe that provide a creative space with gourmet coffee, tantalizing baked goods, and music to inspire the artist's soul. Text colors are mostly in white on black or dark brown to make sure the text content is more noticeable to the users. I created each page using HTML, CSS, jQuery, Bootstrap, and JavaScript. I made sure to keep the graphics, layout, text, and interactive elements simple and straight forward so that users can find easily what they need without spending too much time on the landing page. The website reflects my client's style guide.

The collage displays various pages of the Java Been website:

- Homepage:** Shows a large image of a latte with a heart-shaped foam art, along with sections for "Discover OUR STORY" and "The Best Coffee Tasting Experience".
- Menu Page:** Features a dark background with white text for "Discover OUR MENU" and a grid of three baked goods: Strawberry Croissant, Tiramisu, and Maple Bacon Donut, each with a small image and price (\$3.99).
- Events Page:** Shows a section titled "Our EVENTS" with images of people at events like "Creative Workshop with Beignios" and "Latte Art Competition".
- Contact Page:** A "Contact Us" form with fields for Name, Email, Message, and a "Send Message" button.

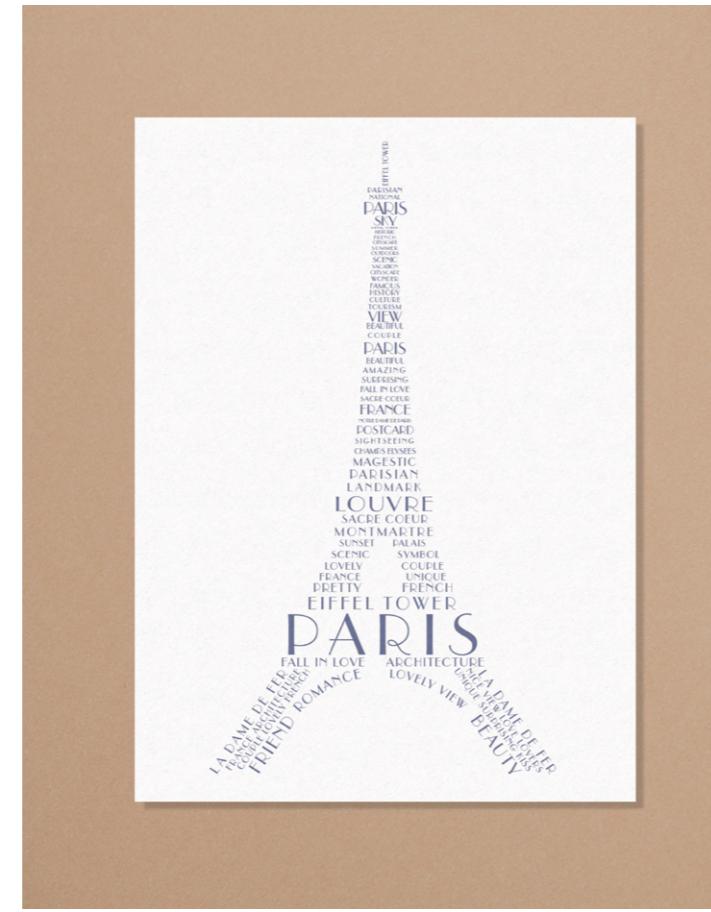
06 Typography

Made For: **Parisian BT**

**Concept: Elegant, clean, modern,
and French aesthetic**

Description:

This project was to create a typography homage and a word cloud with the typeface, Parisian BT. Parisian BT typeface shares the characteristics of Sans Serif fonts of clean, sleek, and elegant feel that matches with French atmosphere. The hairline stroke and stem stroke in the font creates a more classic. I focused on the atmosphere the typeface gives to the readers as I created these typography design. To create nostalgia of the Paris atmosphere into my “homage to a font”, I included illustration of the Eiffel Tower in blue on the right side and letters “P” and “B” on the left side of the page. This way, it engages the audience to imagine Paris and naturally draw their eyes to the design. The Eiffel Tower word cloud is all made out of using one typeface, Parisian BT.



07

Photography

A Day at Brooklyn Heights Promenade

Made For: **Photo Essay**

Concept: **People, nature, and Cityscapes**

Description:

This project was to create a photo essay to capture the moments on any topic that I most like about in my daily life, using my own camera, Canon T2i. I chose Brooklyn Height Promenade as my location, where I spent the most time at during the pandemic situations. It allowed me to explore my neighborhood and this location made me feel so grateful that I am living in this beautiful city, surrounded by a variety of people, nature, and architecture. My strategy for communicating my concept was to capture the subjects in a natural form. My final work displays connection between nature and people.



Photography

Day at Brooklyn Heights Promenade



08

Magazine

Global Business

Made For: **Global Business**

Concept: **Professional,
modern, and clean**

Description:

This project was to create a magazine cover for specific targeted audience. For this magazine, the target audience is people who are in a business or who are interested in business. Therefore, I chose colors of grey, dark blue, and white, which provide with more professional look. The layout of the text is simple and clean with Elon Musk photograph in the middle of the cover. Sans serif typeface and serif typeface combination works well together by giving the mood and feelings of modern, direct, clean, and minimal. Use of dark grey color with white text gives emphasis and contrast. Moreover, it helps readers to find the text easier to read. The negative space in the page makes the overall design uncluttered, as well as makes the most important elements stand out from the rest.



09 Branding

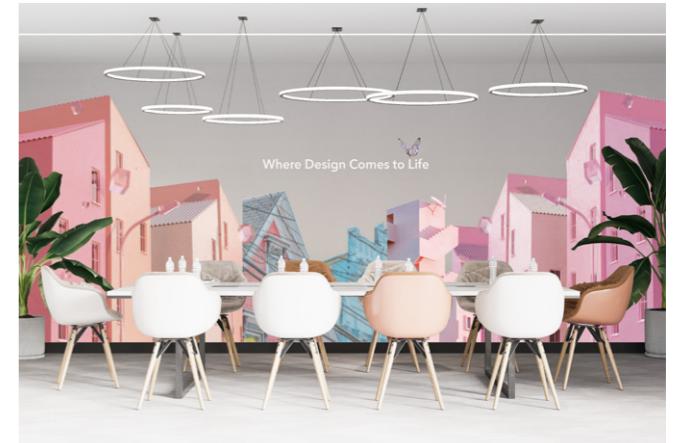
Creaesthe

Made For: Creaesthe

Concept: Creative, bright, and energetic

Description:

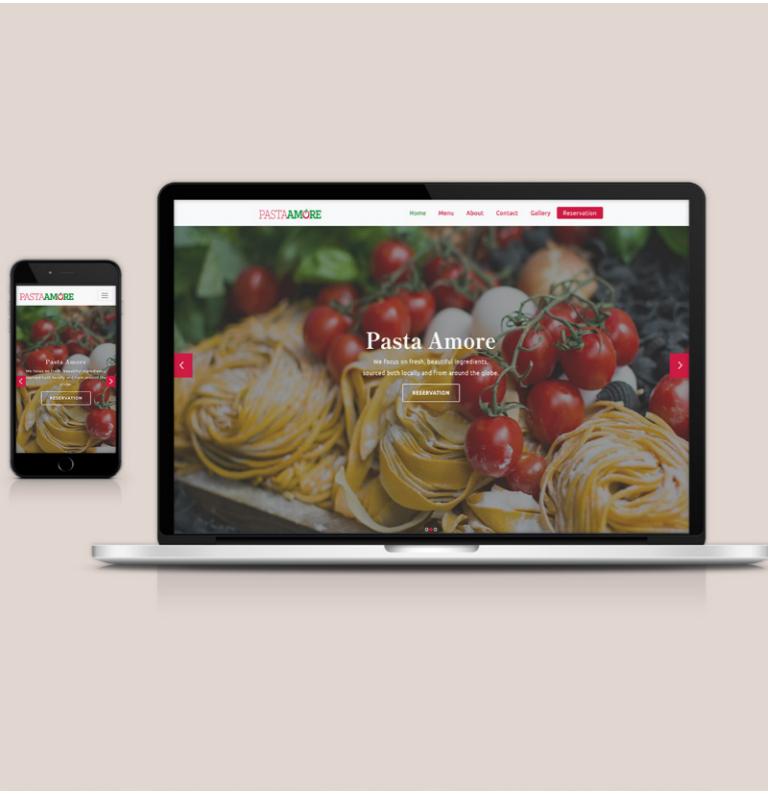
This project was to create a brand identity for Creaesthe, a company known for their graphic design service. The brand appreciates all art and beauty that surrounds them. The words are presented in two different fonts with aesthetic emphasis on the word, "aesthe." Calligraphy font has been used to create the mood. Also, various colors are used to create playfulness and brightness of the brand. The primary objective for this project was to design a logo and collage that represents the identity and vision of the brand. Creaesthe is a company with strong characteristic of being fun, energetic, creative, and trendy. The logo, office wall, and environmental design well represent who Creaesthe is as its own brand. Variety use of bright colors add excitement and creativity part of the brand to attract interest and exposure of the brand. The brand will stand out and compete against existing graphic design services from having unique design. The brand is to be used for a wide range of purposes, from commissioning graphic design job recruiters for future career opportunities, to finding its own style and voice for its brand identity.



10

Branding/Web

Pasta Amore



Made For: **Pasta Amore**

Concept: **Contemporary, modern, and warm atmosphere**

Description:

This project was to create a menu, trifold brochure, table tent, and a website for a restaurant called Pasta Amore. Pasta Amore is a family focused restaurant that provides a warm atmosphere. They are known for its traditional dishes with a modern twist. Contemporary, modern, and warm design concept captures the happy and friendly look and feel of Pasta Amore. Colors and design of each piece connects with each piece, sharing similar design concept.

