

Karen Lee

Graphic Designer / Illustrator
Global Business and Digital Arts | 3A

Education –

Global Business and Digital Arts (GBDA)

University of Waterloo, 3.6 GPA
Expected graduation date: May 2022

Sir John A. Macdonald C.I

Obtained OSSD with a 90%+ average
Valedictorian

Skills –

Illustrations
Mockups
Wireframing
Prototyping
Agile

Organization
Time management
Communication

Tools –

Figma
Adobe Create Suite
Microsoft Office Suite, Outlook

Interests –

Animations
Videography
Product Design

Contact –

647-643-9467
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Work –

Organizer + Graphic Designer

Hack the North (HTN) | Feb 2019 - Present

Animated illustrations using Adobe Illustrator and Adobe AfterEffects to incorporate motion to the HTN website and social media assets

Illustrated social media assets with Adobe Illustrator and Figma, resulting in more engagement on HTN's social media platforms

Graphic Designer

Fashion for Change (FC) | Dec 2018 - April 2020

Designed promotional collateral using Adobe Photoshop and Adobe Illustrator to advertise FC's final show; resulted in a 300 + person audience

Created cohesive and creative layouts for a showbook programme using Figma and Adobe InDesign

Developed style guides to ensure brand consistency in a marketing team of 30+ people

Marketing Advisory Board Executive

University of Waterloo | Sept 2018 - Dec 2018

Reinvented campaign messages that better connected prospective students to the university's residency program

Incorporated more incentives for students to join or stay in the residency program