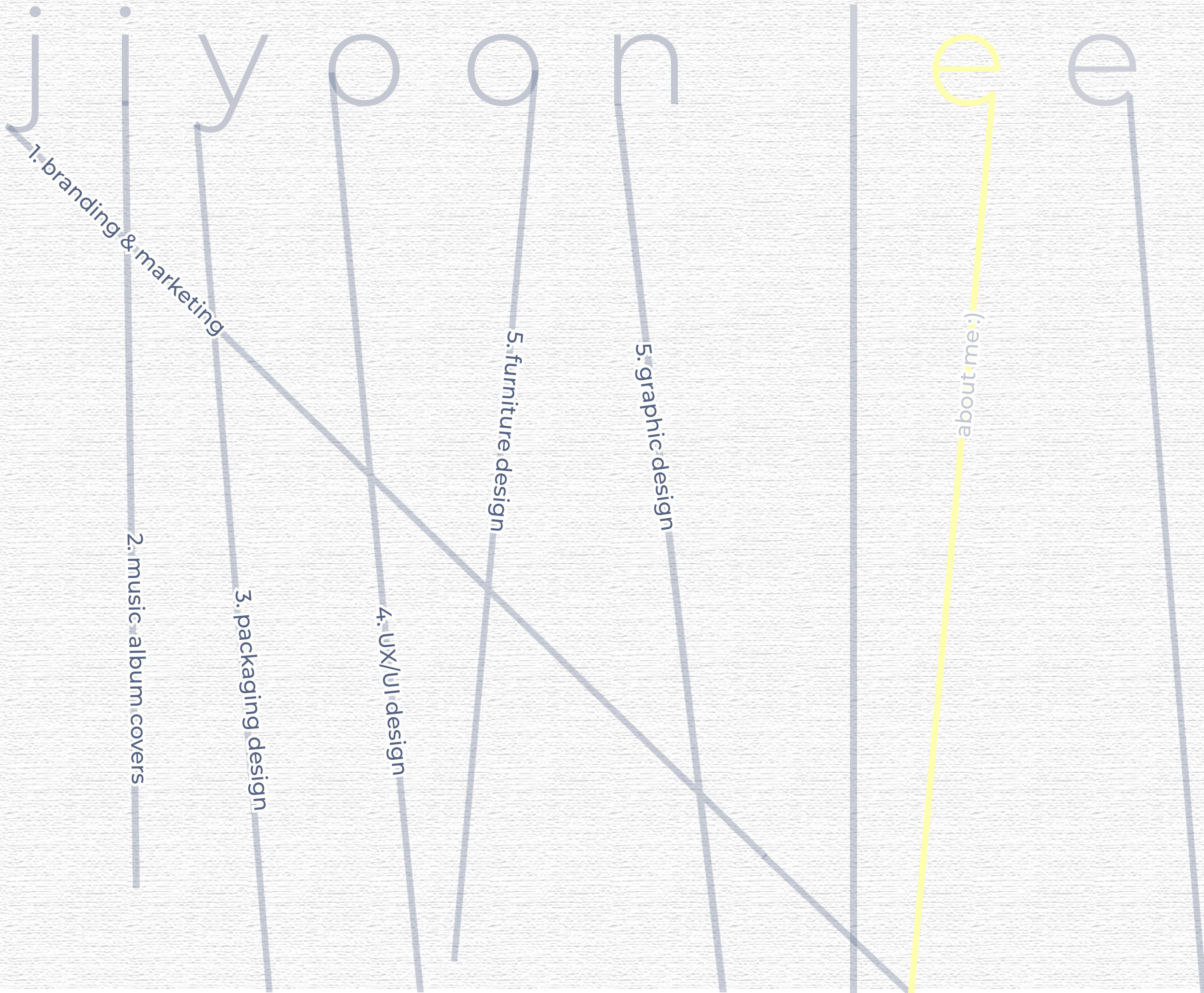


j i y o q n e e

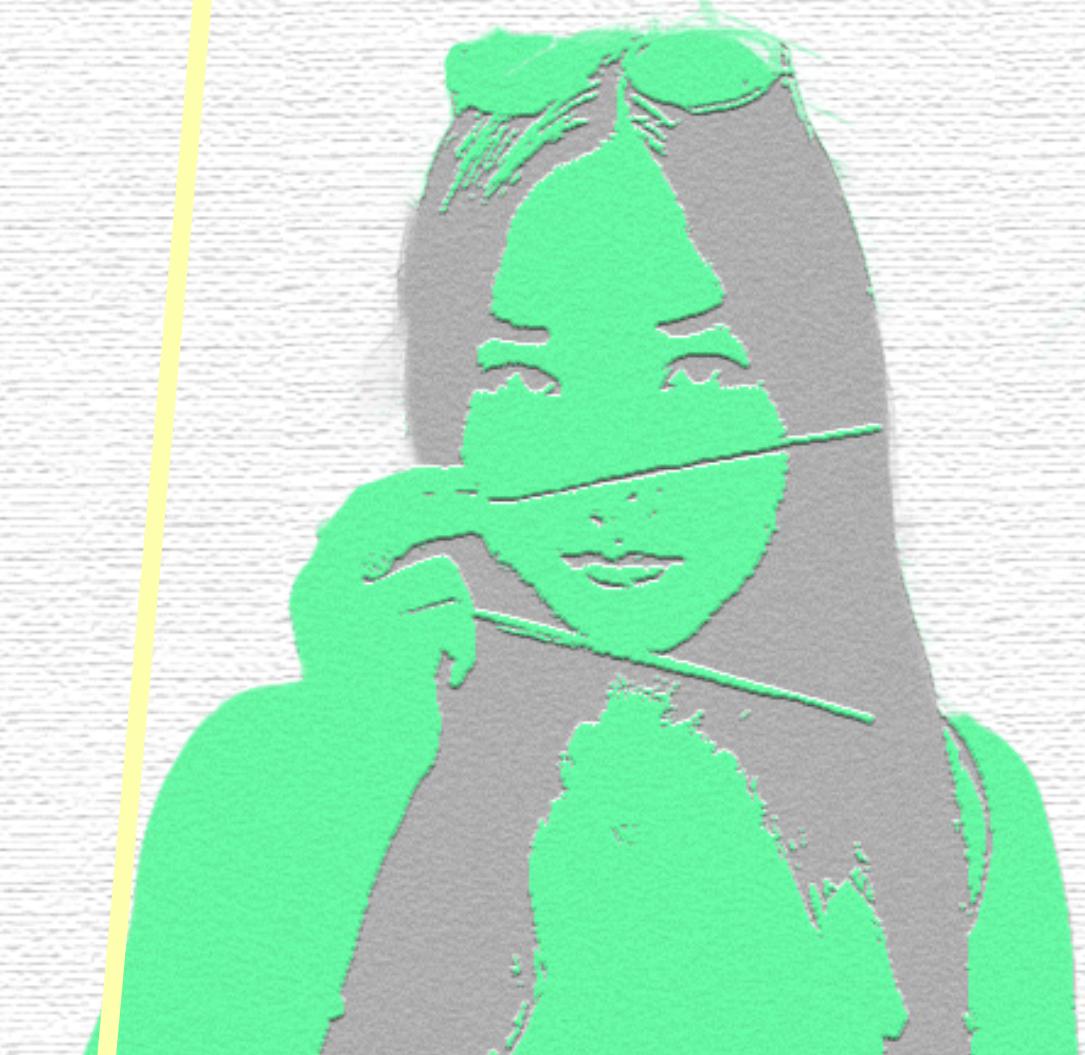






based in Atlanta & Seoul  
leejenniferjiyon@gmail.com  
jiyoondesign.org

Jennifer Jiyoon Lee designs graphics and branding with a touch of UX/UI. She's bold with color and finds beauty in the unconventional. Provoking confusion and intrigue, she makes sure her imagination reaches concrete designs rather than remaining as mere ideas. She believes design is best when it doesn't take itself too seriously.

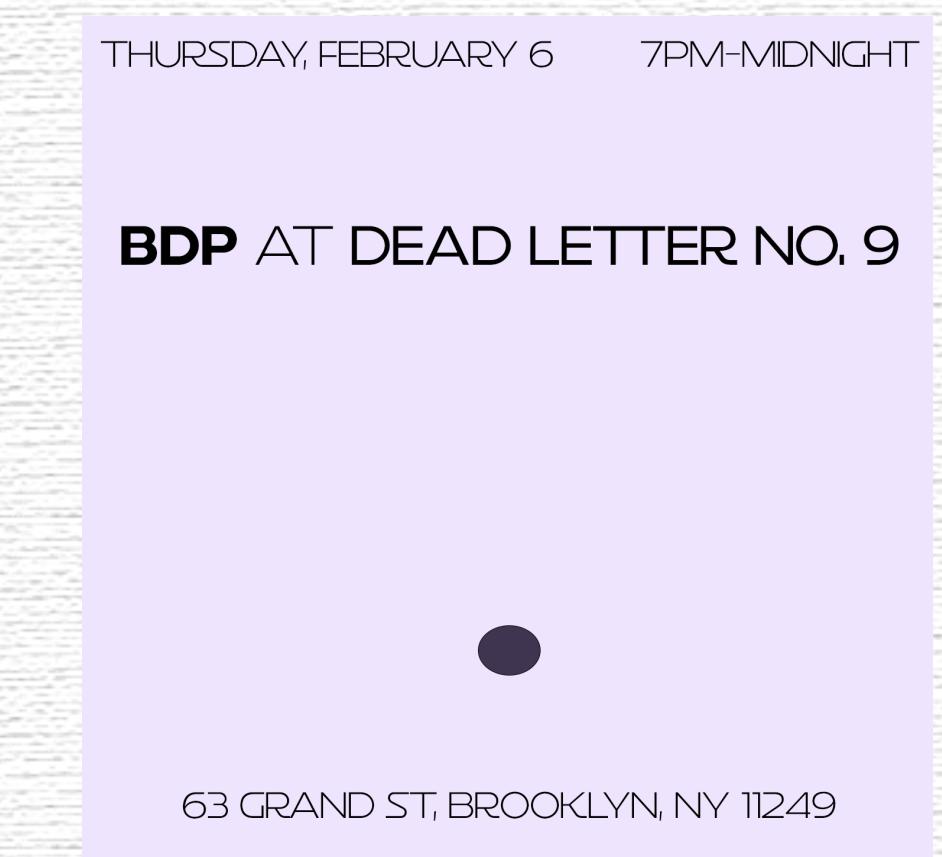
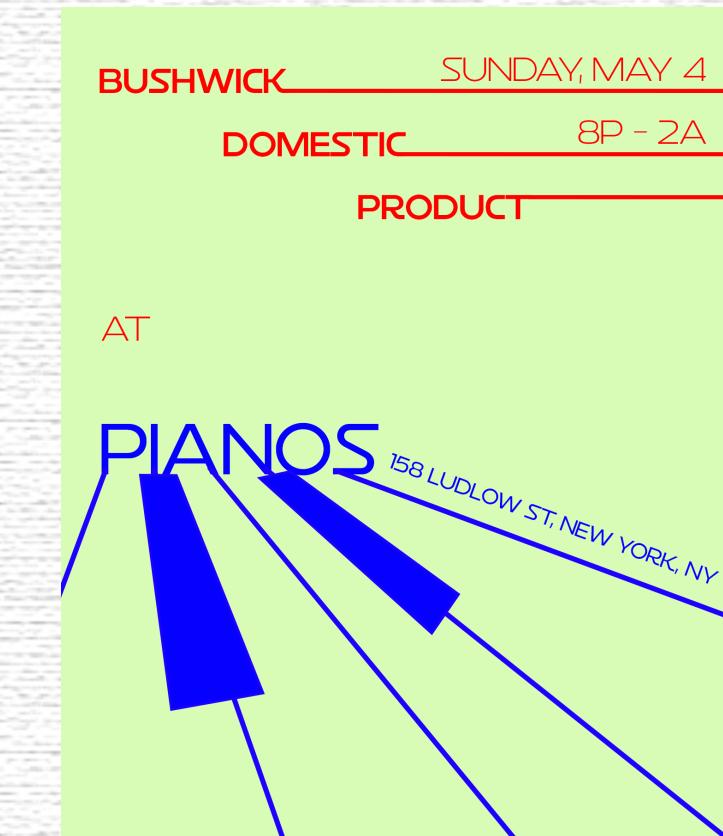
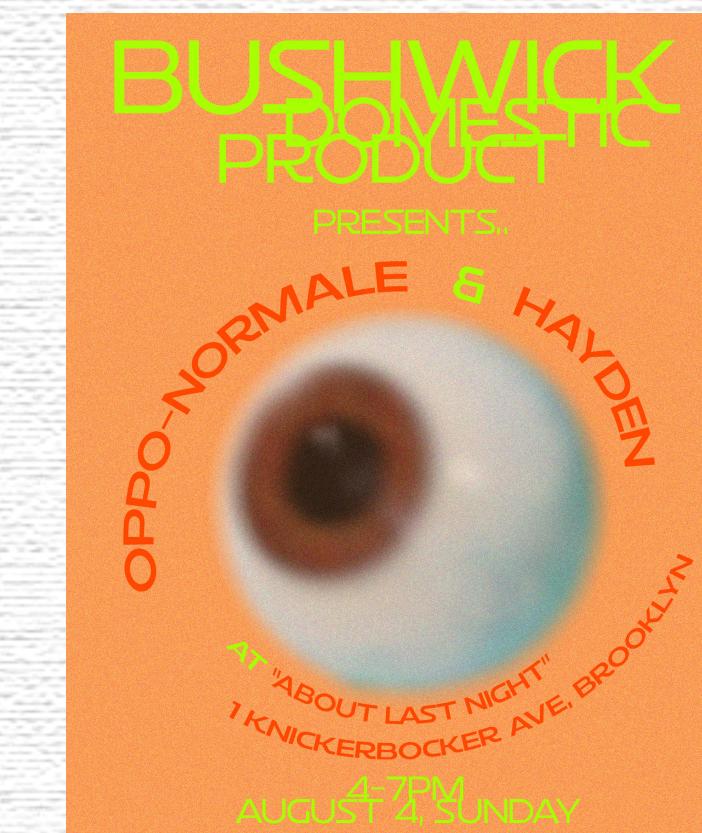
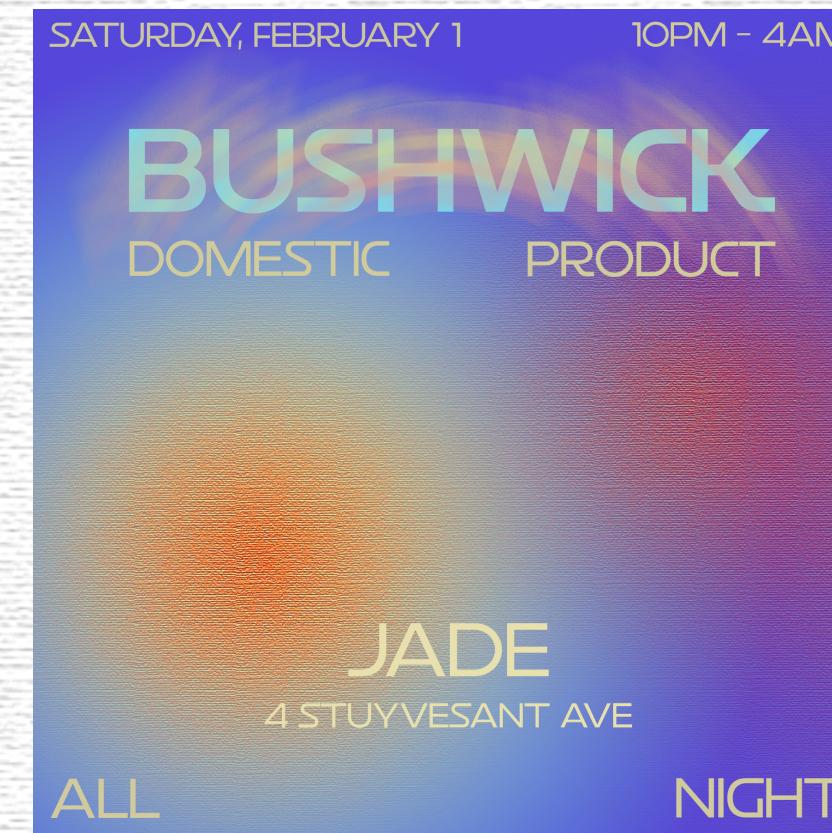


industry

examples:

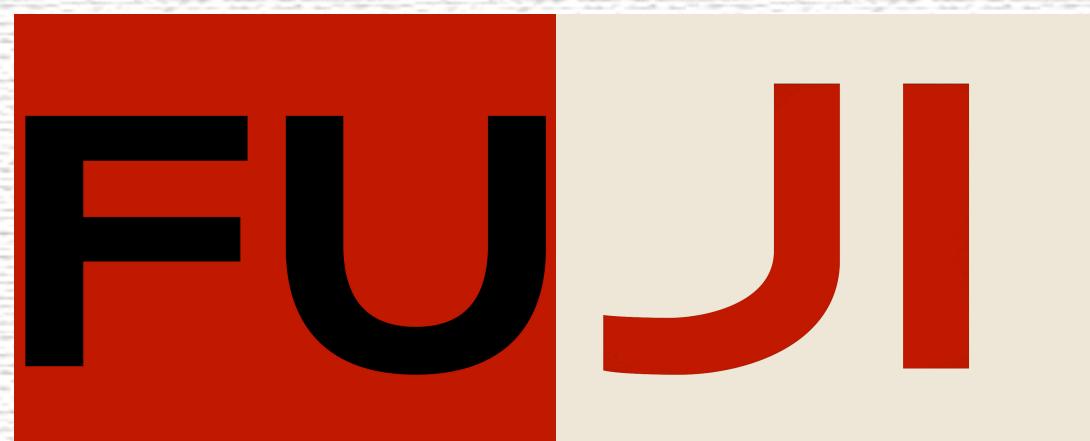
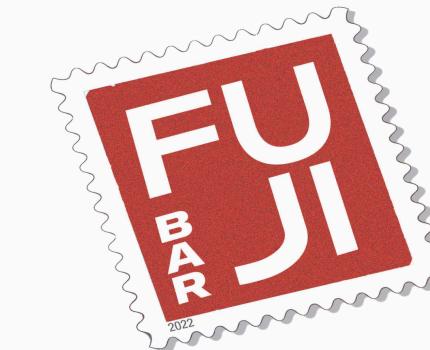
1. branding & marketing
2. music album covers
3. packaging design
4. UX/UI design
5. furniture design
5. graphic design

brand & marketing design for a music collective based in Brooklyn, New York; **BUSHWICK DOMESTIC PRODUCT**

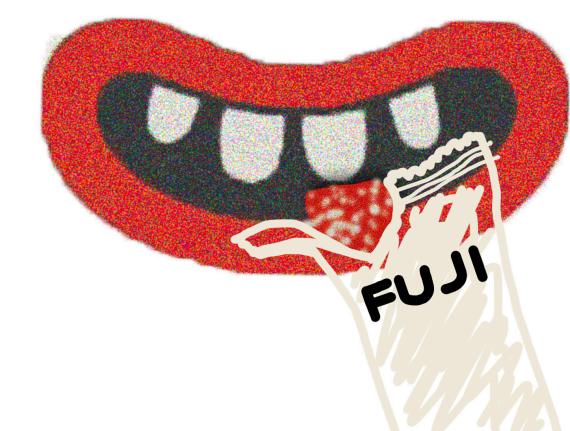


j i y o o n

brand/marketing design for a protein bar company based in New York City, **FUJI BAR**

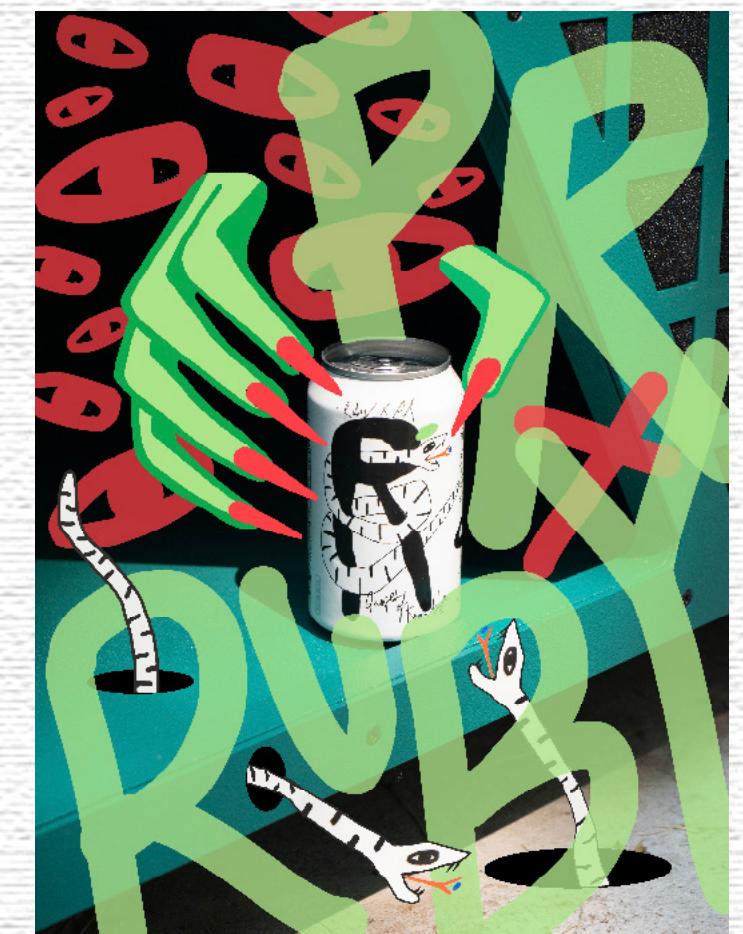
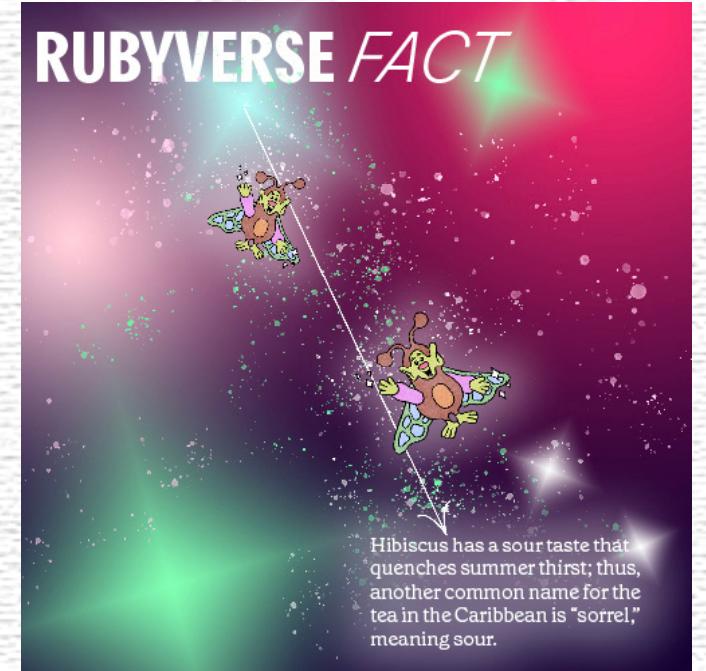


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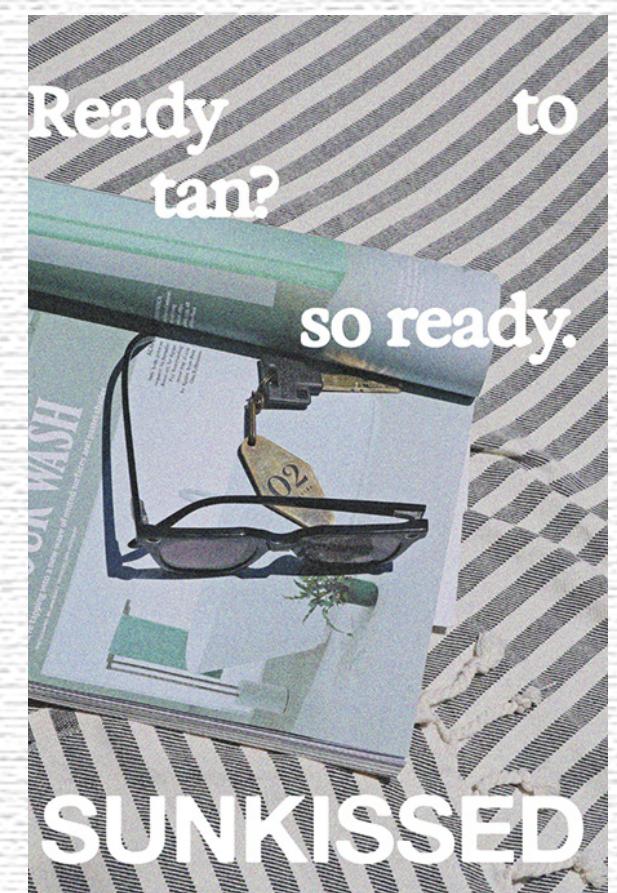
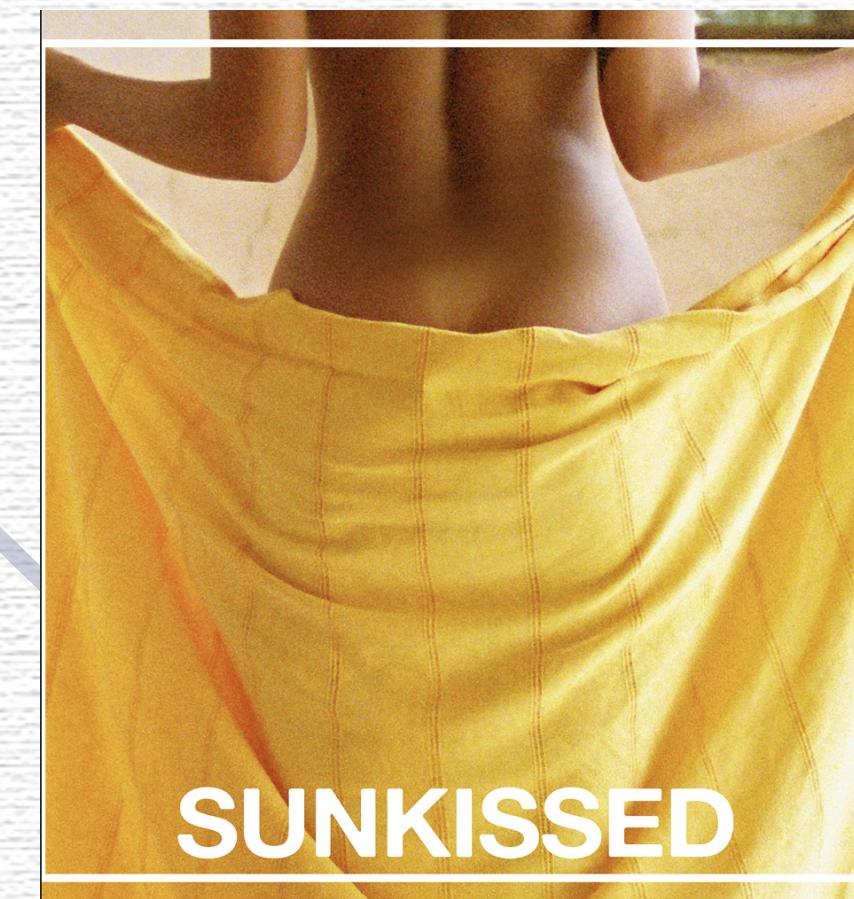
j i y o o n

brand/marketing design for a beverage company based in New York City, **RUBY HIBISCUS WATER**



j i y o o n

brand/marketing design for a swimwear/lifestyle brand, **SUNKISSED**



j i y o o n

industry

1. branding & marketing

2. music album covers

3. packaging design

4. UX/UI design

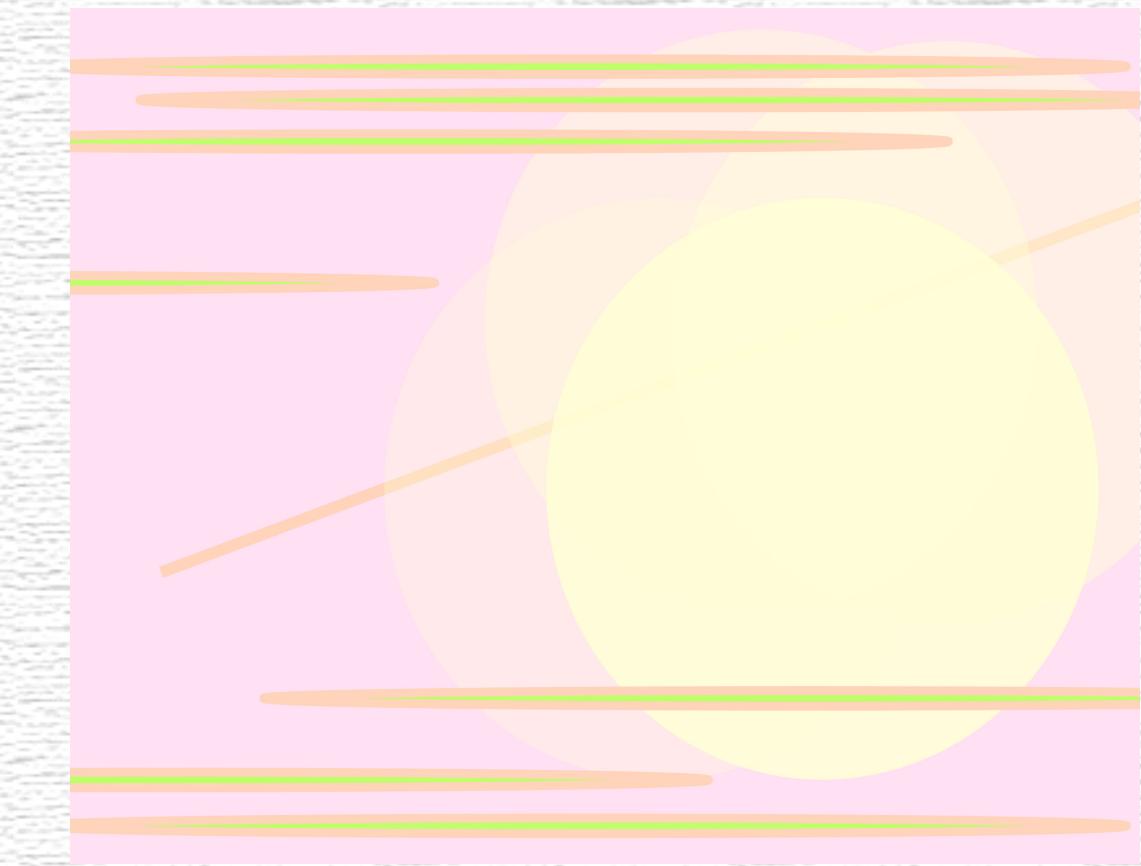
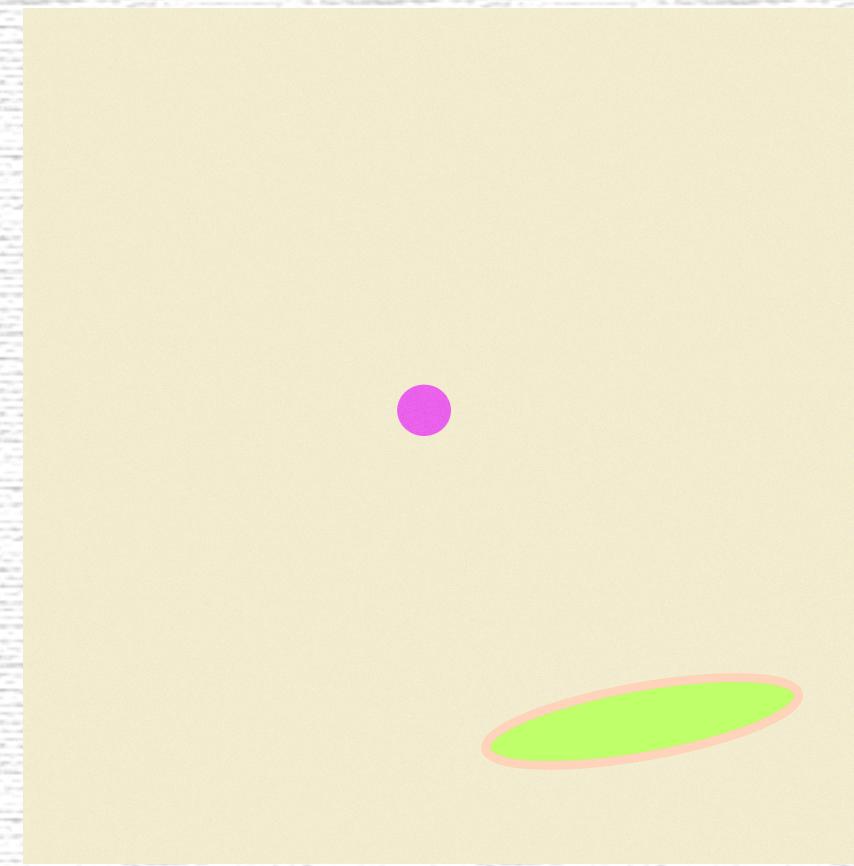
5. furniture design

5. graphic design

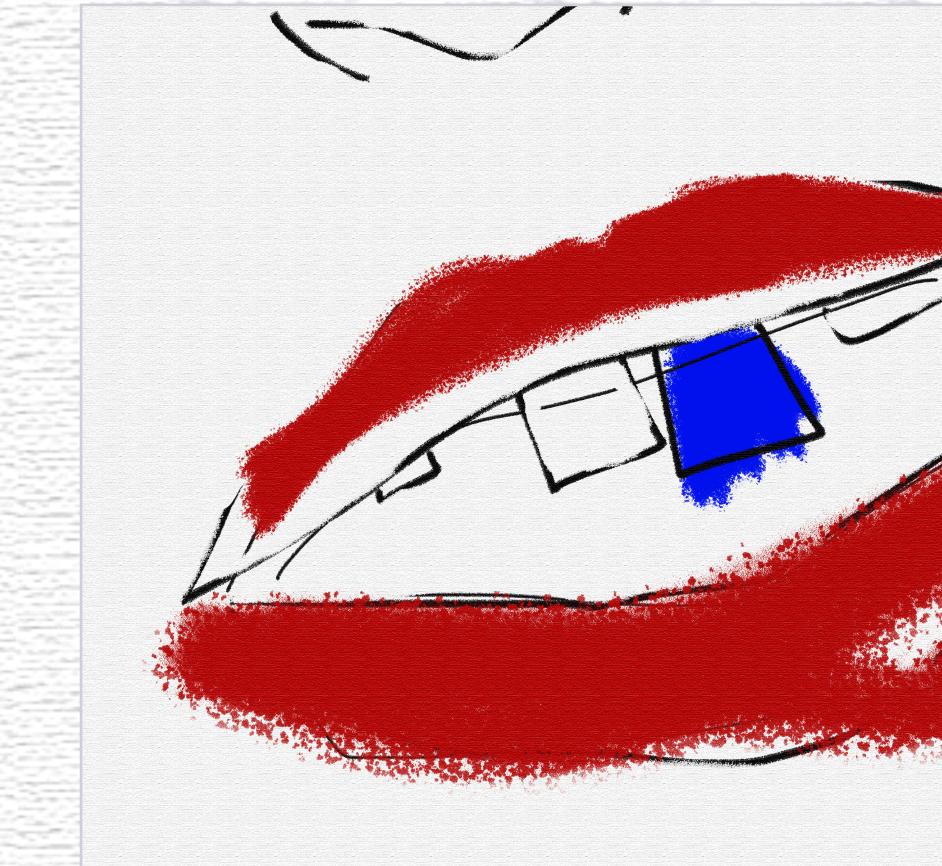
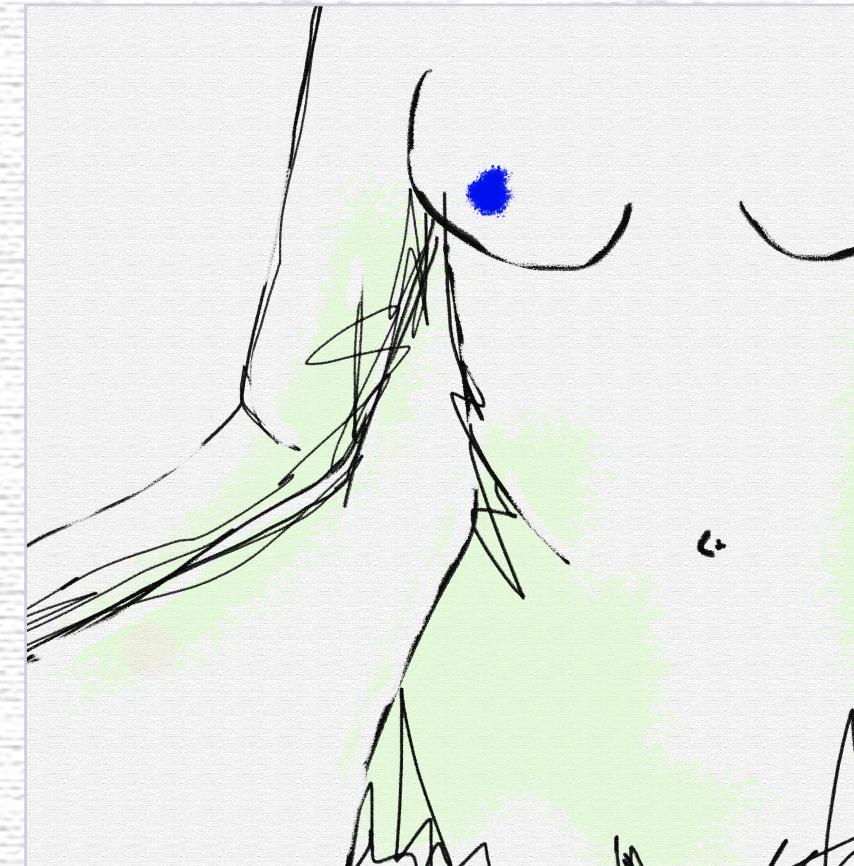
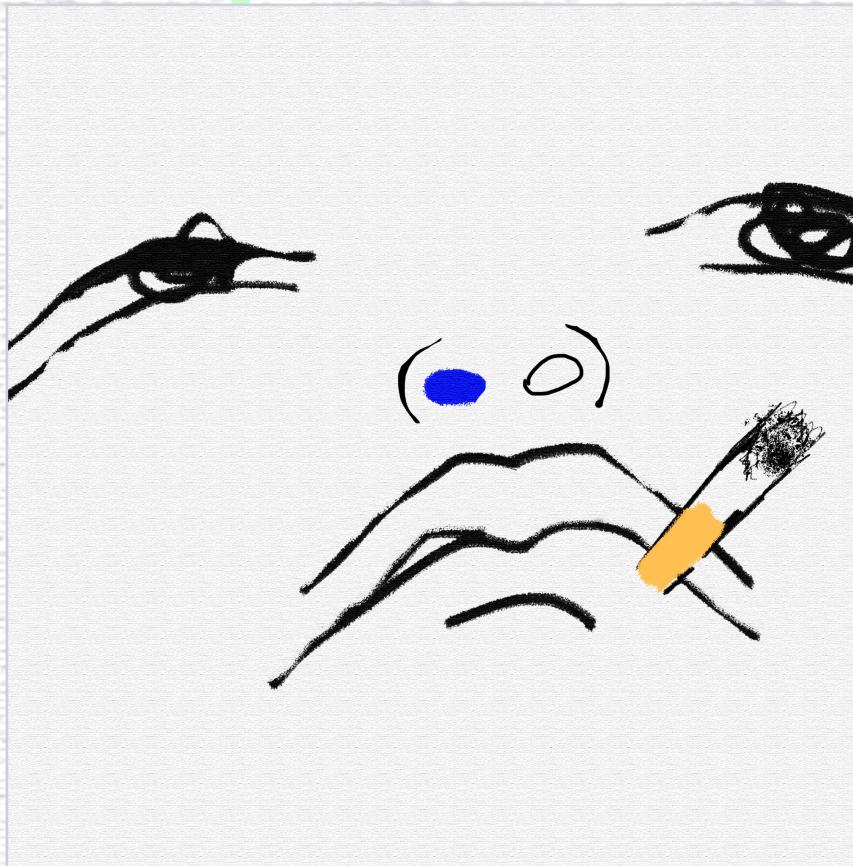
education

music album covers: personal designs (top row) , LA/ATL based artist **SHOTY** (bottom row)

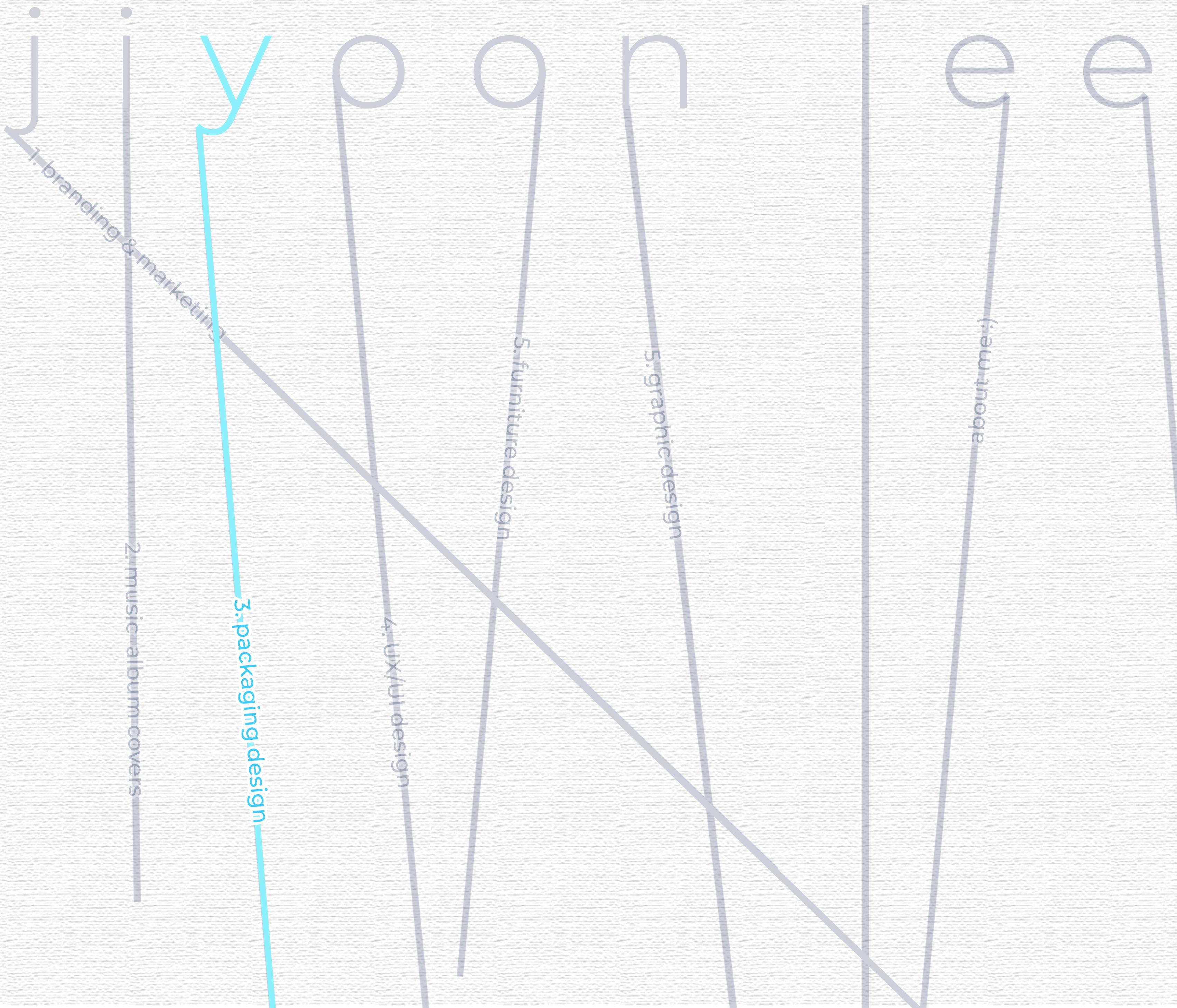
“Made in France” - clementine



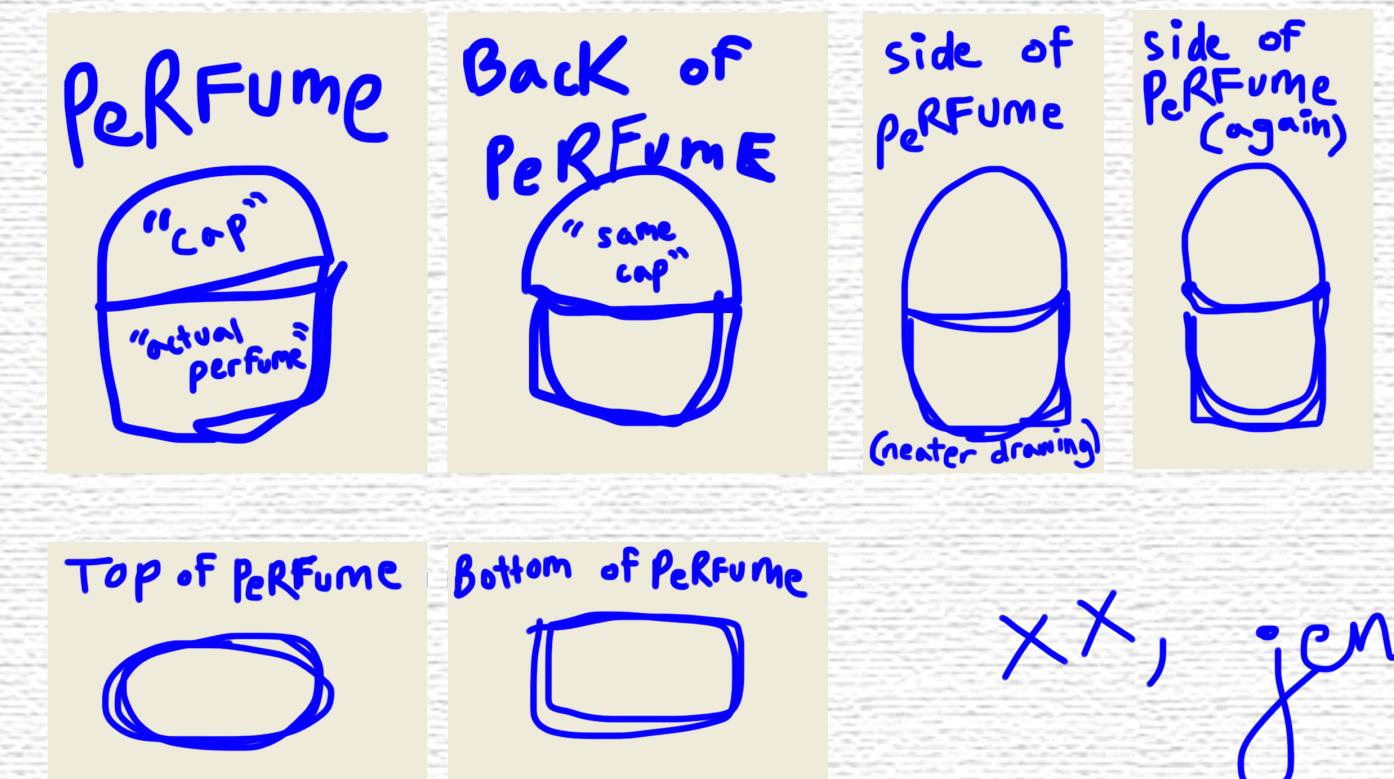
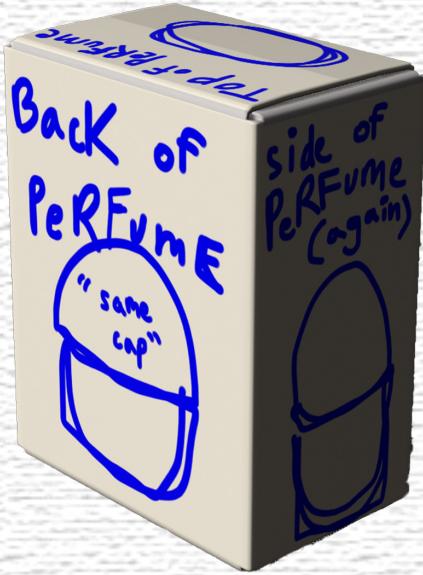
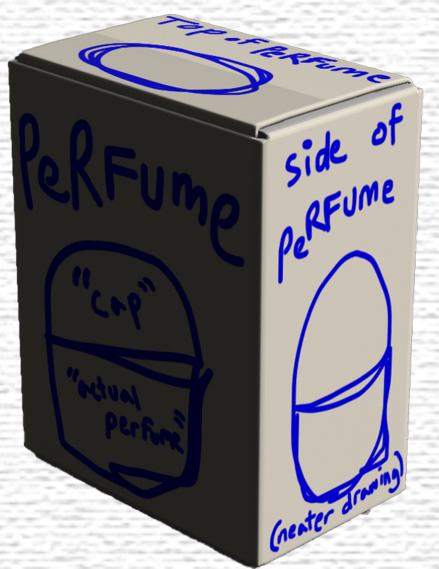
“Electric Blues” - SHOTY



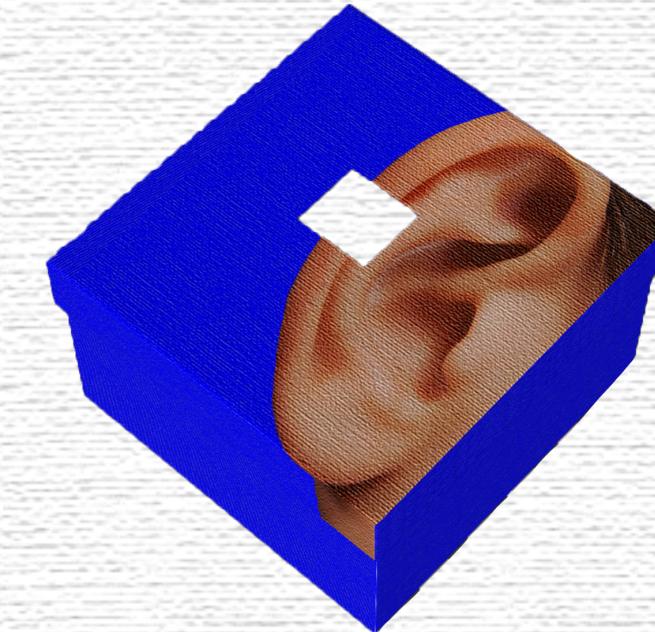
j i y o o n



"for fun" personal packaging designs: perfume box (top row), ring box (bottom left), earring box (bottom right)

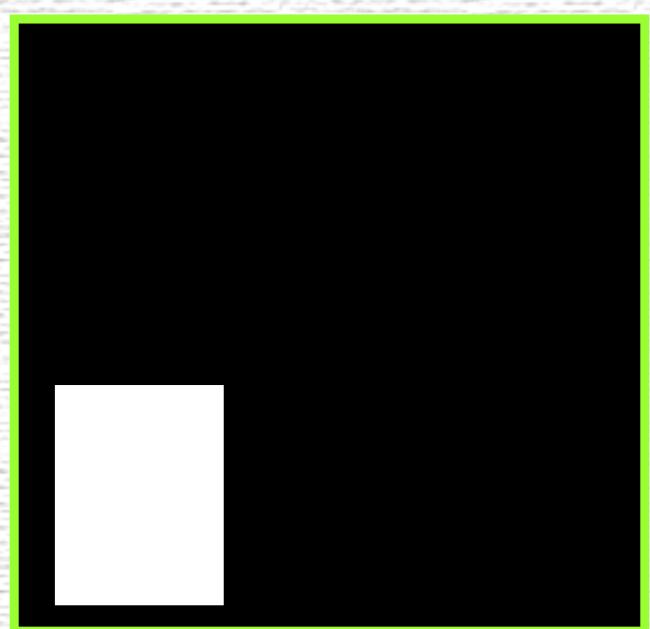
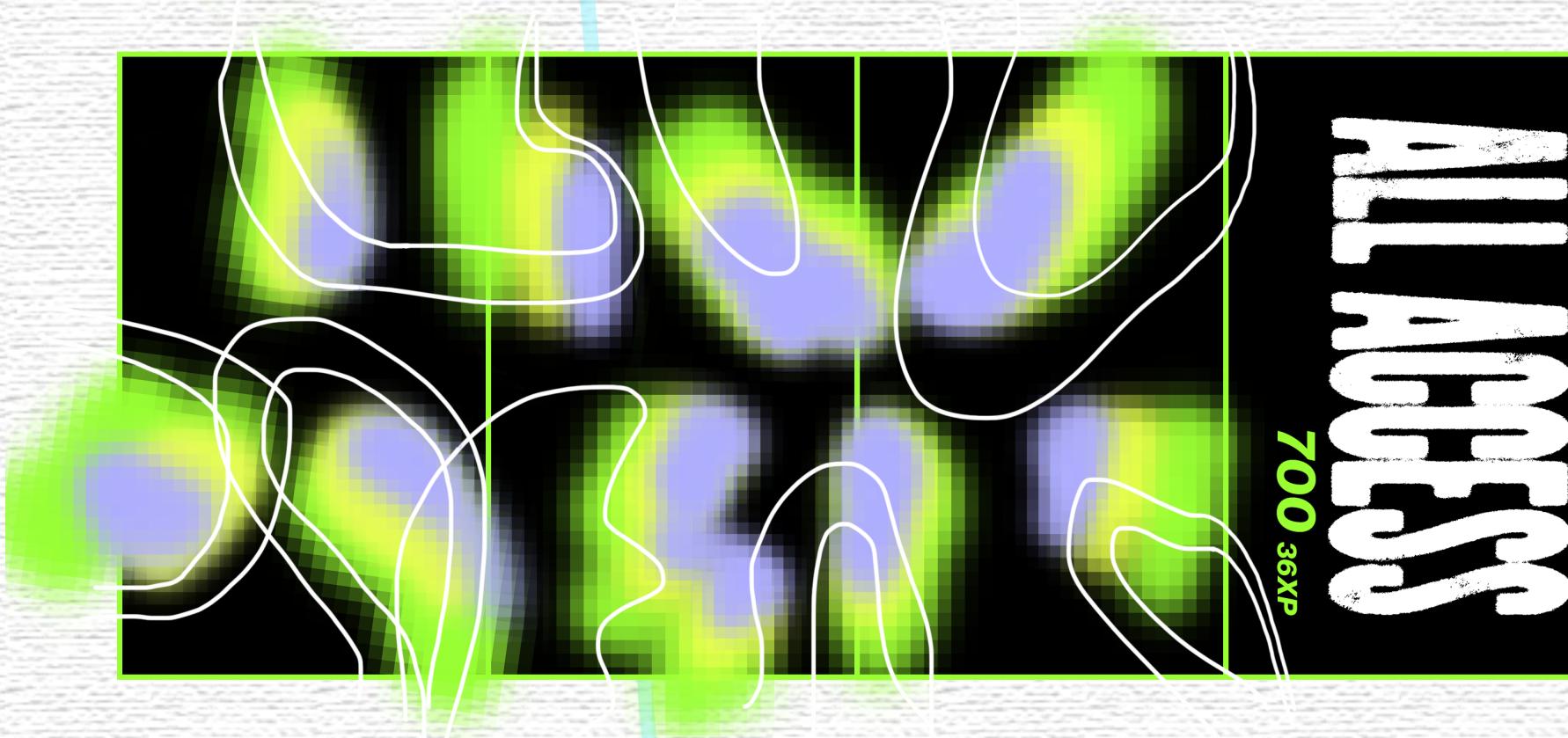
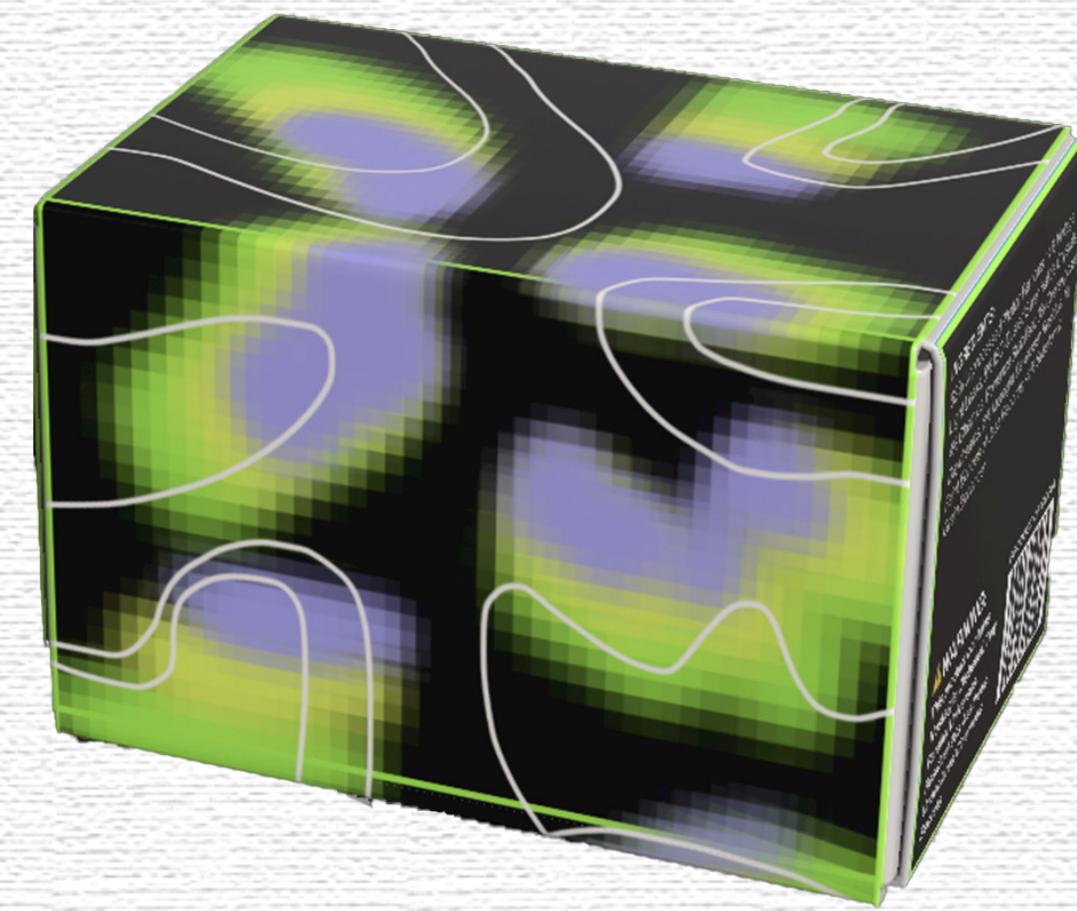


xx, jenny

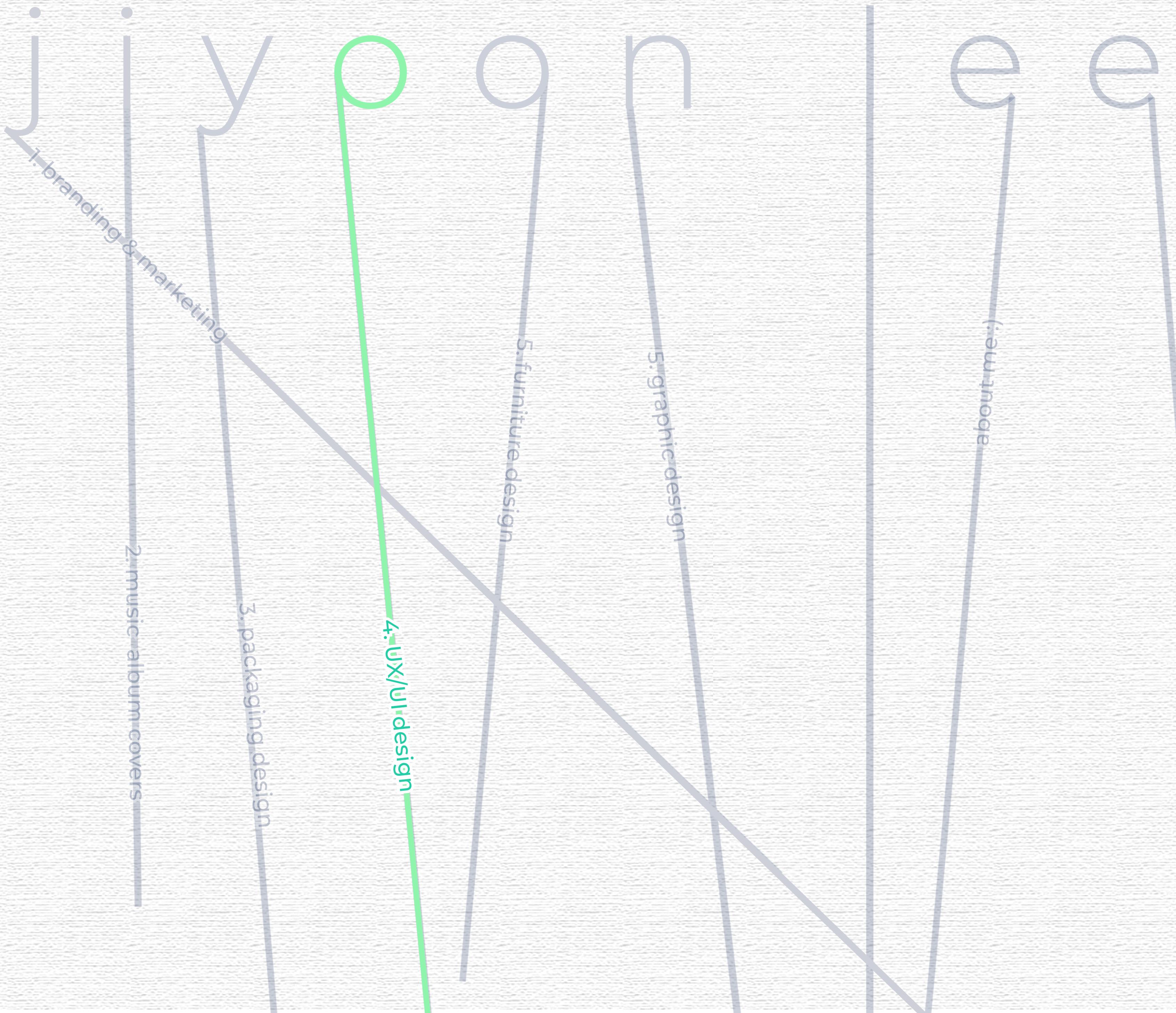


j i y o o n

camera film roll packaging design for a indie record label/music collective, COPIA



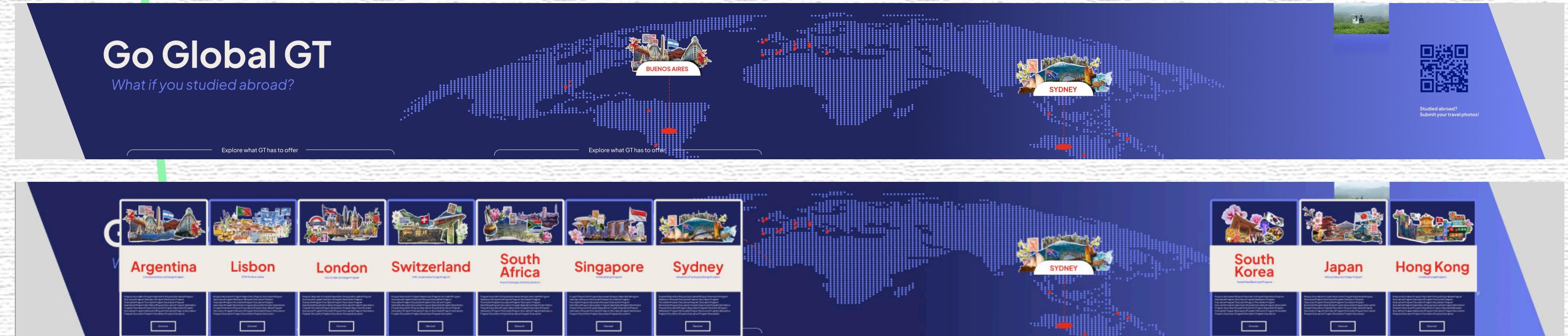
j i y o o n



**"Go Global GT"** is an interactive experience located in Price Gilbert Library at the Georgia Institute of Technology, designed to promote Georgia Tech's study abroad programs and inspire curiosity about exploring countries around the world.

\* user interface development, animation, branding

screen graphics



pop up graphics



logo design



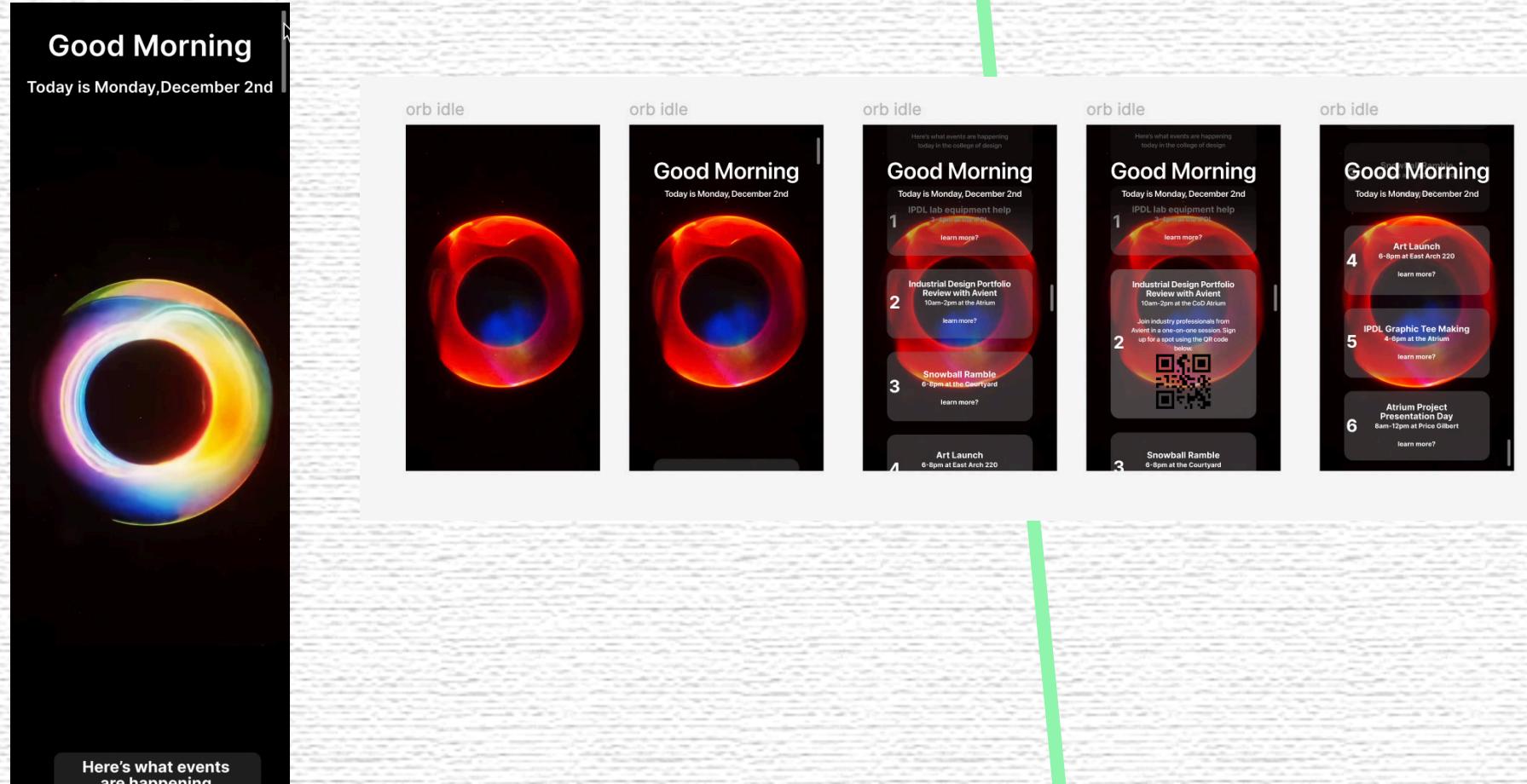
in context



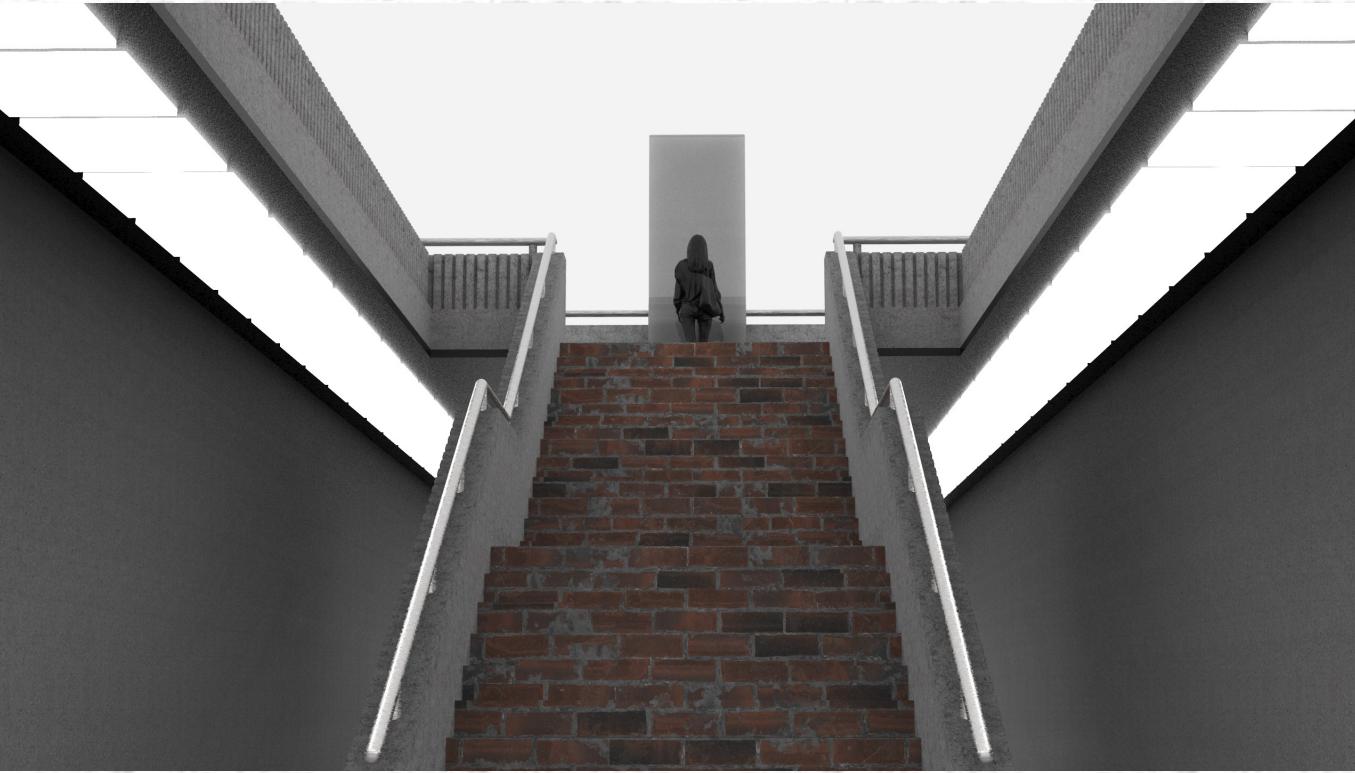
j i y o o n

**"The Monolith"** is a digital display that functions as an event calendar. It is to foster an inviting space in the Georgia Tech College of Design that holds opportunities to inspire creativity, connect students, and encourage collaboration in order to encourage innovation and exploration.

## wireframes

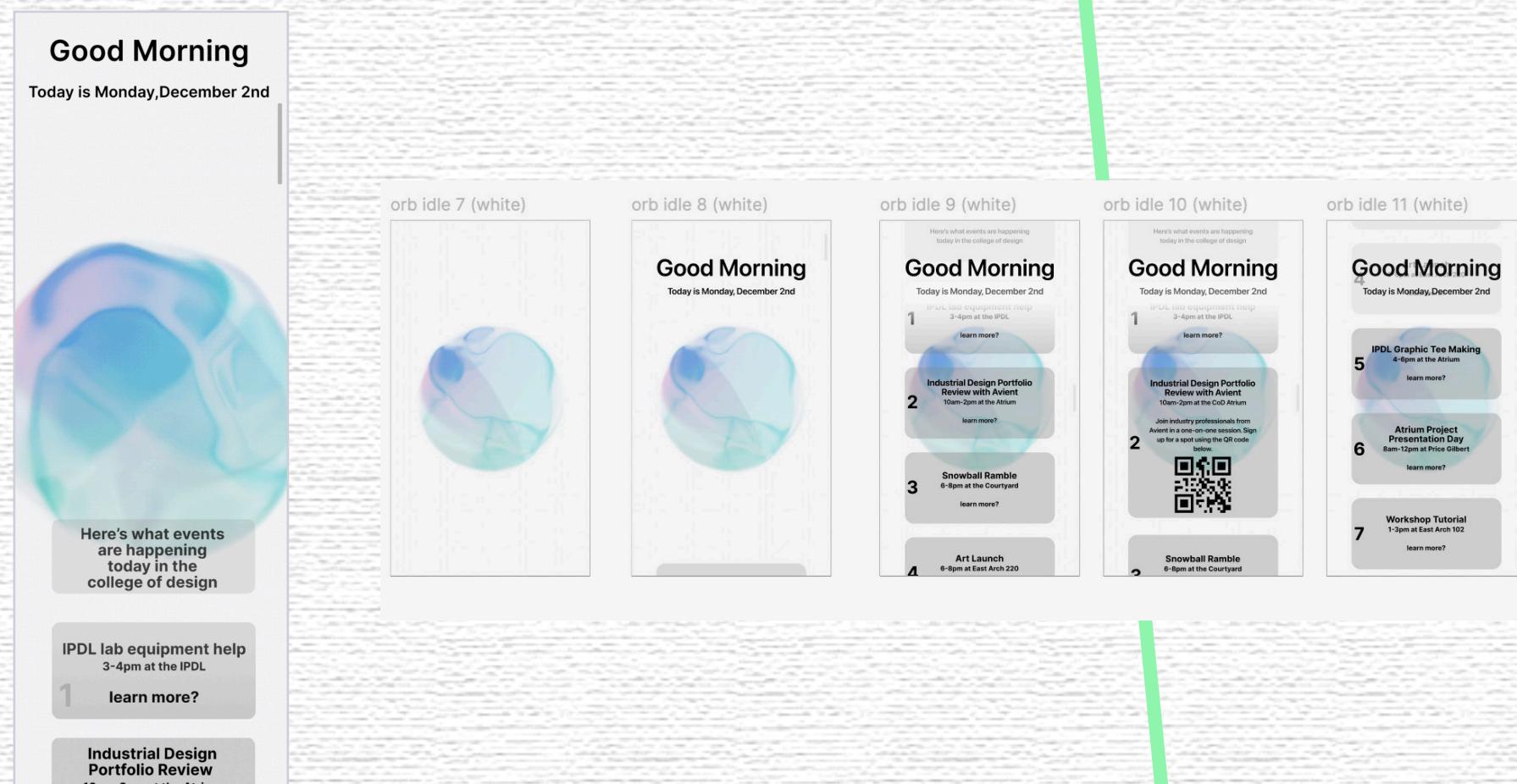


## "The Monolith" in context



THE  
**MONOLITH**

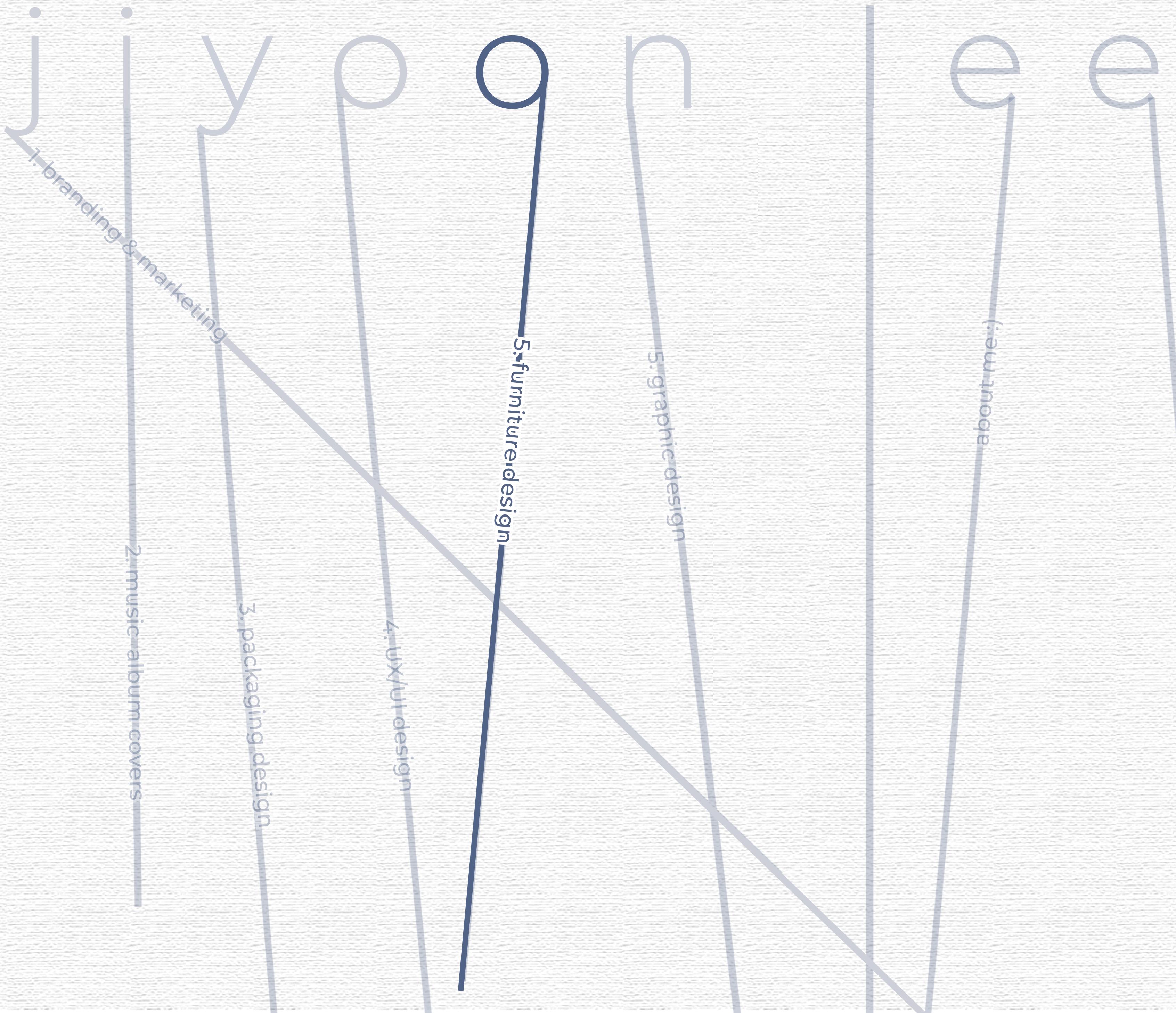
## wireframes



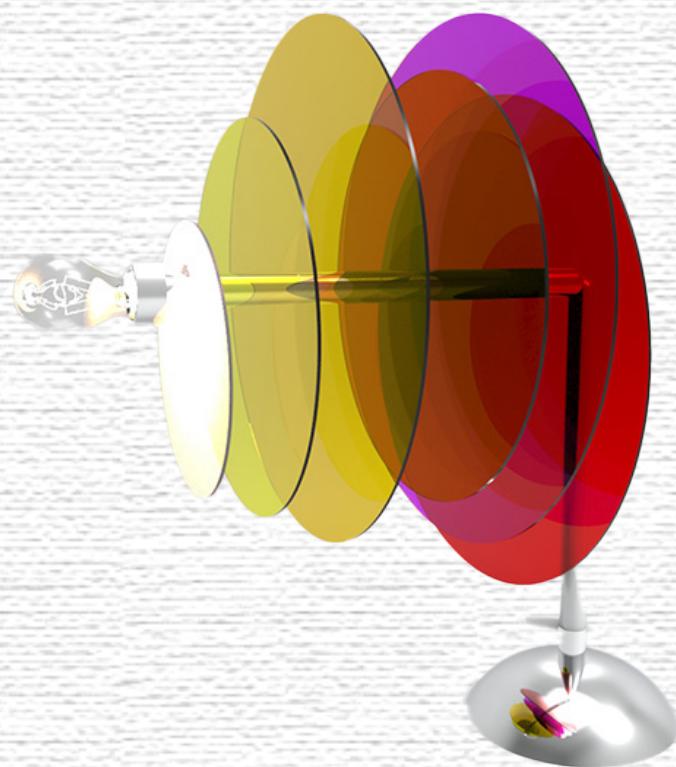
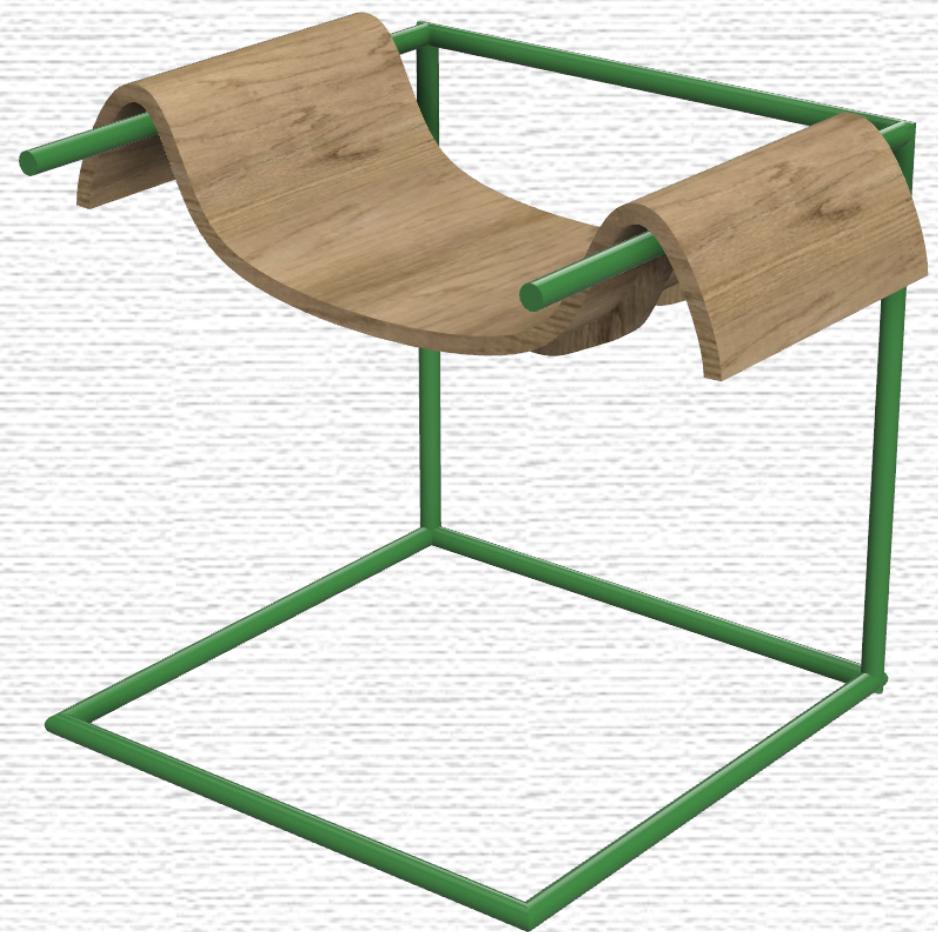
## "The Monolith" in context



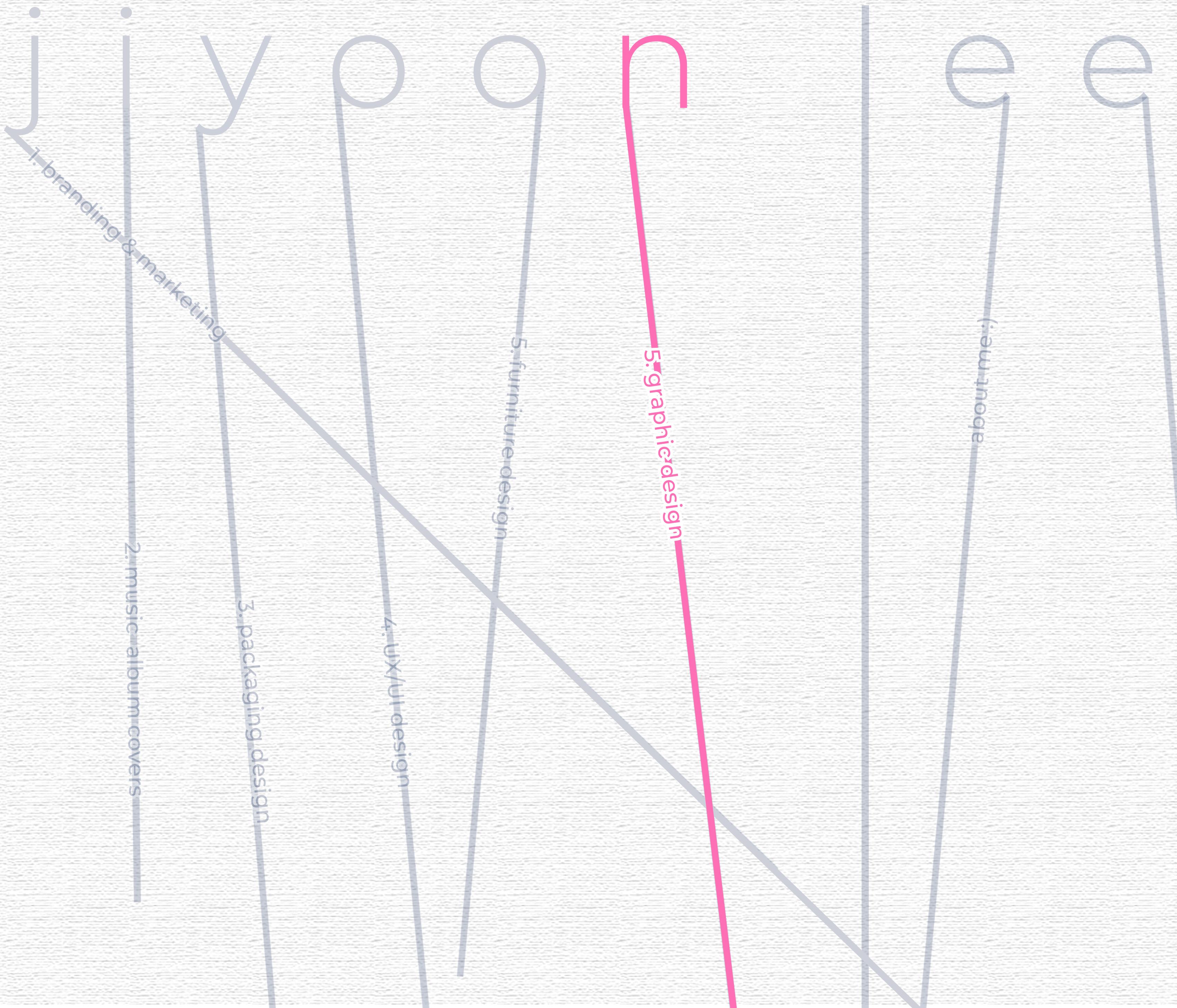
j i y o o n



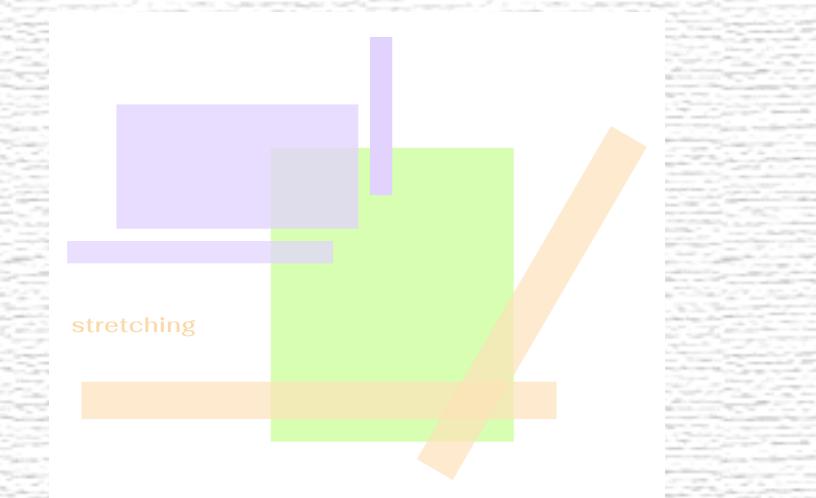
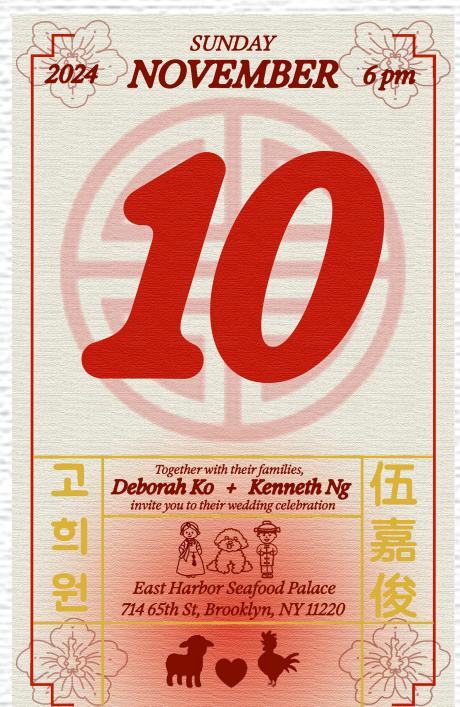
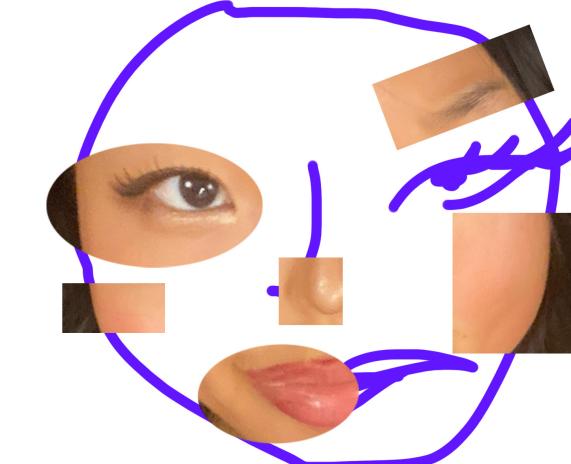
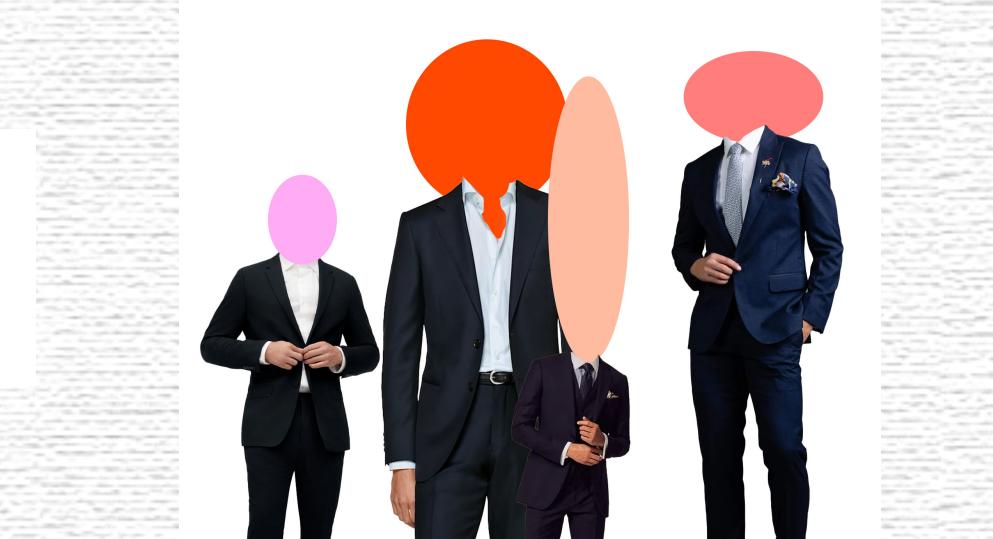
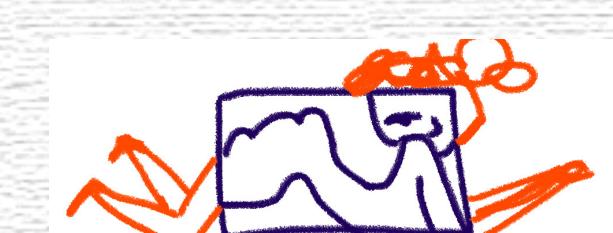
furniture design: chair “NALGAE” (top row) , lamp “SOL” (bottom row)



j i y o o n



graphic designs made for fun :)



"Two curving lines that touch on its ends"



"A green line swirling around a green stick"



"Two blue dots that are 5 inches apart & a curved line underneath the dots"



j i y o o n

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