

# Chanyu Lee

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## EDUCATION

### LETOURNEAU UNIVERSITY

Business & Human Centered Design

Longview, TX

Jan 2025 - Dec 2025

### HANDONG GLOBAL UNIVERSITY

Global Entrepreneurship & Visual Design

Pohang, S. Korea

Mar 2022 – Current

## EXPERIENCE

### DEPT. OF ELECTRICAL & COMPUTER ENGINEERING OF LETU

Longview, TX

#### Project Manager

Jan 2025 - Current

- Coordinated timelines and deliverables for the U.S. Navy contractor-sponsored STARS project, ensuring milestone completion ahead of schedule and improving cross-team accountability.
- Supported the VMP team, sponsored by Muz, by aligning project tasks, managing progress reports, and assisting with technical documentation to keep the team on track with deadlines and sponsor requirements.

## LEADERSHIP & ACTIVITIES

### OFFICE OF GLOBAL INITIATIVES OF LETU

Longview, TX

#### Volunteer

Aug 2025

- Led orientation events for international students, supporting campus integration while producing Instagram promo videos with custom **After Effects** intros, boosting participation and visibility through culturally resonant content.

### APPLE DEVELOPER ACADEMY: TIME 4 YOU APP

Pohang, S. Korea

#### Design Lead

Mar 2024 - Dec 2024

- Conducted **UX research** on students/job seekers to develop user personas and shape brand messaging for a productivity app, improving clarity and user alignment.
- Designed app interface and marketing visuals using **Figma**, resulting in a cohesive brand experience tailored to the 4-hour productivity model.

### TEAM “BEENDOING” SPONSORED BY POHANG CITY

Pohang, S. Korea

#### Brand Design Lead

Jun 2024 - Sep 2024

- Designed and delivered ESG-branded marketing collateral (banners, posters, kits) for a sustainability event with 100+ attendees, using **Illustrator & Photoshop** to align visuals with environmental messaging and boost local engagement.

### BUSINESS PIZZA HACKATHON

Hanoi, Vietnam

#### Team Lead

Aug 2023

- Led a cross-cultural team to develop and pitch a go-to-market strategy for a Vietnamese distribution startup, focusing on brand positioning and local user acquisition.
- Strategized proposals to enhance brand outreach, customer segmentation, and digital promotion.

### STUDENT AMBASSADOR OF HGU

Pohang, S. Korea

#### Media Content Team Lead

Mar 2022 – Dec 2023

- Managed official social media, growing followers to 1,000+ and achieving 50,000+ total Reels views by creating engaging video content using **Adobe Premiere Pro** through engaging storytelling and platform-native editing.
- Coordinated staffing and role assignments as HR lead during university admissions interviews attended by 3,000+ participants, ensuring smooth event operations and efficient resource distribution.