

# Chanyu Lee

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## EDUCATION

**LeTourneau University (LETU)**, Business & Human Centered Design | Longview, TX (Jan 2025 - Dec 2025) **GPA:** 3.93

**Handong Global University (HGU)**, Global Entrepreneurship & Visual Design | Pohang, South Korea (Mar 2022 - Present)

## EXPERIENCE

### **Student Ambassador of HGU, Media Content Team Lead | Pohang, South Korea (Mar 2022 - Dec 2023)**

- Managed official social media, growing followers to 1,000+ and surpassing 50,000 Reels views by creating engaging video content in Adobe Premiere Pro through compelling storytelling and platform-native editing.
- Coordinated staffing and role assignments as HR lead for university admissions interviews with 3,000+ participants, ensuring smooth operations and efficient resource allocation.

### **Business Pizza Hackathon, Team Lead | Hanoi, Vietnam (Aug 2023)**

- Led a cross-cultural team to develop and pitch a go-to-market strategy for a Vietnamese distribution startup, strengthening brand positioning and boosting local user growth.
- Developed strategies to enhance branch outreach, customer segmentation, and digital promotion.

### **Team "Beendoing" Sponsored by Pohang City | Pohang, South Korea (Jun 2024 - Sep 2024)**

- Designed ESG-branded banners, posters, and kits for a sustainability event with 100+ attendees, using Adobe Illustrator and Photoshop to strengthen environmental messaging and drive engagement.

### **Apple Developer Academy: Time 4 You App, Design Lead | Pohang, South Korea (Mar 2024 - Dec 2024)**

- Conducted UX research with students and job seekers to develop user personas and refine brand messaging for a productivity app, improving clarity and user alignment.
- Designed app interface and marketing visuals using the Figma tool, creating a cohesive brand experience aligned with the 4-Hour Productivity Model.

### **Department of Electrical & Computer Engineering of LETU, Project Manager | Longview, TX (Jan 2025 - Present)**

- Coordinated timelines and deliverables for the U.S. Navy contractor-sponsored STARS project, delivering milestones ahead of schedule and strengthening cross-team accountability.
- Supported the VMP team sponsored by Muz by coordinating project tasks, tracking progress reports, and preparing technical documentation to ensure alignment with deadlines and sponsor requirements.

## LEADERSHIP & ACTIVITIES

**Office of Global Initiative of LeTourneau University**, Volunteer (Aug 2025)

**Dept. of Electrical & Computer Engineering**, Social Media Manager (2025)

## SKILLS

### **Languages:**

- Korean (native fluency)
- English (fluent)

### **Softwares:**

- |                       |                          |
|-----------------------|--------------------------|
| - Adobe Premiere Pro  | - Figma                  |
| - Adobe Illustrator   | - Blender                |
| - Adobe Photoshop     | - Microsoft Office Suite |
| - Adobe After Effects | - Rhino                  |

### **Other:**

- |                            |                          |
|----------------------------|--------------------------|
| - UX Research              | - Brand Development      |
| - Project Management       | - Storytelling           |
| - Design Thinking          | - Social Media Marketing |
| - Customer Journey Mapping | - Agile Methodology      |
| - Persona Development      |                          |
| - Campaign Planning        |                          |