



# ANDREA LEE


## GRAPHIC DESIGNER & ILLUSTRATOR

 [www.andrealeenyc.com](http://www.andrealeenyc.com)

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 Based in New York, NY

### EDUCATION

University of California - Los Angeles (UCLA)  
BA, Psychology

California State University - Fullerton (CSUF)  
BFA, Graphic Design

### CONTINUING EDUCATION

School of Visual Arts - New York, NY  
Branding, Typography courses

Art Center College of Design - Pasadena, CA  
Advertising, Logo Design courses

### SPECIALTIES

Digital, Print, Brand Development, Logistics, E-Commerce, Social Media, B2B and B2C Marketing, SaaS, Beauty, Fashion/Apparel, Packaging, Vector Illustration, Visual Merchandising

### SKILLS

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Photoshop, After Effects, Acrobat), Figma, Canva, Procreate, Wix, Webflow, Hubspot, ChatGPT, Google Workspace, Microsoft 365, Asana

### ANDREA LEE, Designer/Creative Consultant (1/2012 to present)

- Created design solutions for various Beauty and Apparel companies such as Adidas/Reebok, Ann Taylor, The Gap, Kiehl's, L'Oréal of Paris, Moroccanoil, Murad Skincare, NYX Professional Makeup, Old Navy, Oshkosh B'Gosh, and Smashbox.

### SHOPIFY, Visual Designer, Marketing UX (6/2022 to 5/2023)

*Impacted by mass layoff, affecting ~2000 employees.*

- Multi-disciplinary role specializing in scalable brand systems and strategies.
- Developed sub-brand identities for Shopify's partnerships and warehouse network, including guidelines, campaigns, and communications.
- Designed visually compelling UX/UI assets, including icons, flowcharts, and infographics.
- Collaborated cross-functionally with remote teams to create targeted advertising, landing pages, social media/blog content, emails, presentations, key art, illustrations, logos, swag, and trade show graphics for Shopify's partnerships, ensuring design excellence and brand consistency throughout.
- Leveraged digital channels and diverse mediums to optimize the merchant journey, highlight product offerings, drive demand generation, and increase lead conversion rates.
- Presented and pitched creative concepts to senior leadership, resulting in successful implementation.
- Tailored marketing assets for global markets, with a focus on Asia.

### DELIVERR, Lead Visual Designer, Product Design (1/2021 to 6/2022)

*Company acquired by e-commerce giant, Shopify.*

- Multi-disciplinary role specializing in light UX/UI design, icons, animations, and key art, with emphasis on infographics centered around product offerings and logistics concepts.
- Lead a company brand refresh, overseeing the creation of an updated logo and brand guidelines.
- Conceptualized and visually organized complex logistics processes for user interfaces and promotional materials, including warehouse communications, to facilitate understanding.
- Collaborated cross-functionally with remote Product, Sales, and Marketing teams to develop targeted advertising, social media/blog content, emails, presentations, illustrations, swag, and trade show graphics. Read architectural drawings to create dimensional booth graphics.
- Leveraged digital channels and multiple mediums to optimize consumer engagement, focusing on the merchant journey and building brand awareness.

### ESTEE LAUDER, Sr. Graphic Designer, Merchandising - Contract (9/2019 to 3/2020)

- Ownership of design and development of open-sell graphics for top-tier retailers such as Nordstrom, Saks, and Sephora, while maintaining a luxury aesthetic within budgetary and time constraints.
- Incorporated brand guidelines, product positioning, and relevant criteria into presentations, promotional materials, digital assets, collateral, and packaging designs.
- Ensured high-quality production files for distribution across 100+ locations, consistently meeting tight deadlines and demonstrating meticulous attention to detail.

### THE WALT DISNEY COMPANY, Sr. Graphic Designer, Consumer Products and Interactive - Contract (8/2017 to 1/2018)

- Conceptualized and created original digital marketing content, including animations, character design, and custom typography for major social media platforms to promote Disney properties.
- Utilized key marketing trends and user experience insights to make informed design choices, resulting in impactful and responsive content.
- Contributed to UX/UI design through the creation of icons and application screens.
- Brand ownership of Disney Baby, successfully developing its voice, growing and sustaining audiences across social platforms, and executing effective marketing strategies with unified and compelling graphic storytelling.

### CONAIR CORPORATION, Graphic Designer, Creative (8/2015 to 7/2017)

- Created original artwork, logos, technical drawings, packaging die-lines, and other elements for exclusive private labels and licenses at CVS, Target, and Walmart accounts, elevating the brand and driving sales.
- Refreshed presentations and product packaging to align with seasonal trends.
- Conducted thorough trend research, incorporating new techniques, color stories, and competitor concepts to create innovative designs.

