

ANDREA LEE

GRAPHIC DESIGNER & ILLUSTRATOR

 www.andrealeenyc.com

 www.behance.net/andrealee

 [linkedin.com/in/andrealeenyc](https://www.linkedin.com/in/andrealeenyc)

 Instagram: andreadidthis

 (347) 267-0151

 andrea3472670151@gmail.com

 216 West 100th St.
New York, NY 10025

EDUCATION

BA, Psychology - UCLA

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

CONTINUING EDUCATION

School of Visual Arts, NY
Art Center College of Design, CA

SPECIALTIES

Social Media, Beauty, Fashion, Packaging,
Vector Illustration, Production Design, Web,
UI Design, Branding, Visual Merchandising

FULL REMOTE CAPABILITIES TO ACCOMMODATE FOR COVID-19 RESTRICTIONS

DELIVERR INC. | SAN FRANCISCO, CHICAGO & TORONTO (REMOTE)

Production Designer & Illustrator, Design Department (1/2021 - present)

Multi-disciplinary role with duties that include light UX/UI design, marketing graphics for social media, and info-graphics and illustrations for application interfaces and internal directives. Universal re-branding focus included corporate logo refresh.

IN-HOUSE FULL-TIME CONTRACTOR | www.andrealeenyc.com

Senior Graphic Designer (ongoing, 2012 - present)

Provided creative design solutions for clients listed below (partial list):

ESTÉE LAUDER | NEW YORK, NY

Senior Graphic Designer, Visual Merchandising Department

Ownership of visual merchandising seasonal graphics for major retail outlets such as Nordstrom, Saks, Sephora, and Ulta. Worked cross-functionally to make revisions with a quick turn-around. Quality control of production files for placement in 100+ retail locations, creation of overviews/directives.

L'ORÉAL OF PARIS | NEW YORK, NY

Senior Graphic Designer, Creative Department

Created display graphics, primary/secondary packaging concepts and updates, e-commerce graphics and other items for major retailers. Updated existing packaging to reflect product changes. Quality control of outgoing production files and edits, requiring frequent vendor and cross-functional communication. Complete ownership of hair color graphics from concept to completion.

THE WALT DISNEY COMPANY (PARKS, EXPERIENCES & CONSUMER PRODUCTS) | LOS ANGELES, CA

Senior Graphic Designer, Visual Development

Created original digital marketing content, including character design, animations and hand-drawn typography, for major social media platforms (Facebook, Instagram, Pinterest) to promote Disney properties marketed to families. UI design including icons and application screens.

NYX PROFESSIONAL MAKEUP (L'ORÉAL INC.) | LOS ANGELES, CA

Graphic Designer, Creative Department

Created display graphics and other collateral for NYX flagship and retail stores, as well as major retailers. Updated existing packaging to reflect product changes and seasonal shade additions. Maintained quality control of all outgoing production files and edits for a catalog of thousands of products.

MOROCCANOIL | NEW YORK, NY

Graphic Designer, Marketing & Visual Merchandising

Focused on window/gondola graphics and retail installations. Created internal directives for placement of products and graphics, presentation graphics for promotional projects, packaging, and collateral. Delivered production-ready mechanicals for printed media. Maintained a deep understanding of the MoroccanOil brand, and applied this knowledge across marketing efforts.

ALLEGRO CREATIVE DESIGNS (CONAIR INC.) | LOS ANGELES, CA

Senior Packaging Designer, Creative Department (11/2015 - 4/2018)

Developed original artwork, logos, technical drawings, die-lines and other graphical elements for gifting/cosmetic/electronic storage packaging for private labels and licenses for CVS, Target and Walmart accounts. Updated presentations and product packaging to show seasonal updates and new features.

ANN TAYLOR | NEW YORK, NY

Production Designer, Visual Merchandising Department (3/2011 - 9/2011)

Print production for signage, store interiors and windows for flagship and 250+ retail stores. Translated seasonal visual concepts into high-volume reproducible graphics, while considering the architectural limitations unique to each flagship store. Varied production duties such as color matching, floor plans, image sourcing, retouching, installation guides and other internal visual merchandising communications.

AÉROPOSTALE | NEW YORK, NY

Graphic Designer, Women's Active Wear & Sleep, Product Development (8/2007 - 7/2009)

Ownership of original women's active and sleep graphics through final production, including tech packs, approvals and supporting marketing materials. Showed strategic interpretation of trends for implementation on products for 900+ chain stores. Created well-assorted lines, considering different trends and graphic complexity levels. Contributed to high-level goals such as unifying Men's and Women's divisions. Presented trend research at key meetings, including new techniques, color stories and competitor concepts.