

WOJUNG LEE

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5'1" Art Director who's structurally incapable of thinking short

EXPERIENCE

Athlux Design Studio — Graphic Designer

New York, NY | September 2025 - Present

- Spearheaded seasonal creative direction by translating global fashion and cultural trends into high-impact graphics and textile patterns for mass-market retail.
- Developed strategic seasonal pitch decks for Tier-1 retailers, including Walmart, Sam's Club, and Target, successfully aligning brand identity with commercial market needs.
- Managed visual identity across multiple accounts, ensuring design consistency and aesthetic cohesion within high-volume, fast-paced production cycles.

Tillia Communication Marketing Firm — Digital Designer

New York, NY | November 2021 - November 2023

- Designed visually compelling graphics and edited engaging video content for brand social media and events, including Cuckoo, KGC, Kotra, and Fitto.
- Collaborated closely with copywriters and account teams to ensure concept-to-execution alignment in every campaign.
- Applied multicultural marketing insights to create culturally relevant content that resonated with diverse audiences, including foreign brands entering new markets.
- Created monthly social media content pillars to increase engagement and maintain consistent brand voice.

National Cherry Blossom Festival — Painter & Graphic Designer

Washington D.C. | April 2021

- Painted on 5-foot-tall cherry blossom sculpture symbolizing hope and resilience, displayed at the Amazon office in Crystal City for three years from 2021. (This project was sponsored by Amazon.)
- Contributed to the festival's citywide installation by expressing messages of optimism, diversity, and community through public art.

Washington College of Law — Graphic Designer

Washington D.C. | March 2021

- Designed the cover for The Law Journal, visually interpreting the theme "Sanctuary or Snare" to spotlight social issues affecting immigrant communities.
- Collaborated with clients to translate abstract concepts into impactful illustrations that elevated complex narratives through design.

AWARDS

2026 ADDY Awards **Silver** - HSBC [This is not HBC RED.]

2025 Creative Conscience Award **Silver** - Patagonia [Mother Nature Is in Menopause]

2025 ADC **Merit** - Greta

2024 ADC **Short List** - Bronx Zoo [Only in the Bronx]

2024 Young Ones **Merit** - Not Hangover [Quiet Campaign]

EDUCATION

Fashion Institute of Technology — Advertising & Digital Design

New York, NY | September 2023 - May 2025

Fashion Institute of Technology — Communication Design

New York, NY | September 2021 - May 2023

SKILLS

Art Direction, Brand Campaigns, Concept Development, Motion Graphic, Team Collaboration, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, After Effects), Figma, Miro, AI Tools (Midjourney, VEO3, SORA, Nano Banana), Language (Korean-Native, English-Fluent)