

# 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 | Sep 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 | Sep 2022 - May 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 Clio Health **Silver** - Google Gemini [Rabbit Hole]
- 2026 ADC **Bronze** - Google Gemini [Take One]
- 2026 Young Ones **Finalist** - Google Gemini [Think Project]
- 2026 Young Ones **Finalist** - Best Buy [Login Again]
- 2026 Young Ones **Finalist** - Google Gemini [Rabbit Hole]
- 2026 ADC **Finalist** - Google Gemini [Rabbit Hole]
- 2026 ANDY Awards **Shortlist** - Google Gemini [Rabbit Hole]
- 2026 ADDY Awards District Two **Silver** - HSBC [This is not HBC RED.]
- 2025 Creative Conscience Award **Silver** - Patagonia [Mother Nature Is in Menopause]
- 2025 ADC **Finalist** - Greta
- 2024 Young Ones **Finalist** - 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, Language (Korean-Native, English-Fluent)