

WOOJUNG LEE

Junior Art Director who has so much to tell the world.

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EXPERIENCE

Athlux Design Studio — Graphic Designer

New York, NY | September 2025 - Present

- Spearheaded the seasonal creative direction by translating fashion and cultural trends into high-impact graphics and textile patterns.
- Led the development of brand identity systems and strategic pitch decks for Tier-1 retailers, including Walmart and Target.
- Directed the end-to-end visual storytelling and design consistency for multiple accounts under high-volume production cycles.

Tillia Communication Marketing Firm — Digital Designer

New York, NY | November 2021 - November 2023

- Directed the visual strategy for brand social media and major events, overseeing the creation of high-engagement graphics and video content for clients such as Cuckoo, KGC, Kotra, and Fitto.
- Strategized cross-cultural creative for international brands, bridging market gaps through design that resonated with diverse North American audiences.
- Architected monthly social media content pillars and visual frameworks to drive audience engagement while maintaining a consistent and authoritative brand voice.
- Spearheaded concept-to-execution alignment by leading collaborations with copywriters and account teams to ensure campaign integrity.

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

2025 Young Shits Advertising Club **Honorable Mention** - [First Aid Milk]

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)