

WOOJUNG LEE

Junior Art Director who has so much to tell the world

Portfolio www.woojung-lee.com
Email woojung.lee.13may@gmail.com
Mobile +1 646-912-1302
Instagram @_woojung.lee

EXPERIENCE

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.
- Ensured visual consistency across multiple accounts, upholding brand standards and guidelines.
- 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.)
- Communicated a message of optimism through public art and graphic art during the National Cherry Blossom Festival.

Washington College of Law — Graphic Designer

Washington D.C. | March 2021

- Designed a Law Journal cover visualizing the theme 'Sanctuary or Snare' representing social issues impacting immigrant communities.
- Collaborated with clients to translate their vision into impactful illustrations.

AWARDS

2025 Creative Conscience Award - 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 — BFA, Advertising & Digital Design

New York, NY | September 2023 - May 2025

Fashion Institute of Technology — AAS, 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)

LANGUAGE

Korean [Native]
English [Fluent]