

WOJUNG LEE

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My journey begins with a strong belief in the power of creativity— I uncover fresh insights that challenge traditional perspectives.

EXPERIENCE

Tillia Communication Marketing Firm — Graphic Designer for Social Media & Branding

New York, NY | November 2021 - November 2023

- Created and designed engaging social media pillars&posts reflecting diverse client brand identities.
- Developed visually compelling content for brands such as Cuckoo, KGC, Kotra, and Fitto.
- Maintained visual consistency across multiple social media accounts, ensuring brand standards were met.
- Collaborated effectively with clients and team members to deliver designs on time and within budget.
- Applied understanding of multicultural marketing principles to create culturally relevant content that resonated with target audiences.

National Cherry Blossom Festival — Sculpture Installation Painting

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 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.

Northern Virginia Community College — Art Show Poster Design

Annandale, VA | April 2020

- Designed a promotional poster for the Student Art Show with principles of design and visual hierarchy.
- Conceptualized the overall aesthetic of the poster to appeal to a broad audience and promote the event.

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

Technical Skills Illustrator / Photoshop / InDesign / Premiere / After Effects / Figma

Interpersonal Skills Communication / Critical Thinking / Time Management

Language Korean / English

AWARDS

2025 ADC Merit - Greta

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

2024 Young One Merit - Not Hangover [Quiet Campaign]