

Woojin Lee

400 Riverside Dr. Suite.4A, New York, NY 10025 | +1 646 651 2116 | Woojinlee@gmail.com

Online Portfolio | www.ooooo.com

Summary of Qualifications

- Eight years of professional design experience with branding, publication, advertising, and websites
- Various market understanding based on projects
- Thorough knowledge of computer technology and its usage for best design solutions
- Skilled project manager able to work with multiple departments and various clients

Education

- Pratt Institute, New York, NY, Communications Design MS Candidate / December 2010
- Hunter College I.E.L.I., Certificate
- Kookmin University, Seoul, Korea, Crafts BFA

Experience

Freelance Graphic Designer, New York, NY

- Barnes & Noble Back to Campus collection (Work in process) “Designed by students, for students” | New York, U.S.
- NARI sushi Brand Identity (Work in process) Developing NARI sushi BI basic system & Application system | Davis, CA
- Developed a brand identity for Hi-Technology transportation system T Monet, Korean Smart Card | Seoul, Korea
- Managed and designed promotional print materials, including brochures, postcards, poster, banner, and wall text for Jinju Lee’s exhibition, Jinjulee | Seoul, Korea

Art Director, Graphic Designer, HHR., Seoul, South Korea

- Developed and designed prototyping of transportation cards for Korean Smart Card
- Managed and designed conceptualizing and prototyping of publication for The Korean Ministry of Culture & Tourism, Ambassade de France en Corée, Seoul Metropolitan Government
- Involved and designed advertising and publication for fashion companies, galleries, and films
- Planned and designed conceptualizing and prototyping of websites for fashion companies
- Managed public relations related to film for Ambassade de France en Corée, Service Culturel

Product Designer, Graphic Designer, Public Relations, SSAMZIE CO.,LTD., Seoul, Korea

- Launched SSAMZIE SPORTS as one of SSAMZIE’s apparel brands.
- Involved in conceptualizing and prototyping of SSAMZIE SPORTS launching fashion Show
- Designed products for three brands, SSAMZIE, ISSAC and NOM

Award, Exhibition and Extra

- TLA (Three-Letter Acronym) workshop with Experimental Jetset (Amsterdam, Netherlands) New York, NY 2010
- “What is Sustainability? Pratt Students Respond” exhibition, Honorable mention
The Rubelle and Norman Schafner Gallery, Pratt Institute, New York, NY, 2010
- Senior Internship Award, Pratt Institute 2010 spring semester
- International scholarship, Pratt Institute 2009 fall, 2010 spring semester
- The 59th Homecoming day, Seoul National University, College of Fine Arts, Seoul, Korea
Recipient of award of appreciation plaque for organizing the event, 2005
- Winner of SSAMZIE design contest 1995, SSAMZIE CO., LTD., Seoul, Korea
Prize winner

Skills

- Advanced skills in Photoshop, Illustrator, Indesign, and QuarkXPress.
- Understanding of technical aspects of digital imaging and offset printing
- Basic/Intermediate skills in After Effects, Flash, Dreamweaver, CSS.