

WOOJIN LEE

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EXPERIENCE

Core 77 Design Award Interaction Juror, New York, NY (2017)

Senior Art Director at Razorfish, New York, NY (Aug 2011 - Present)

- In-depth expertise in developing creative solutions for a wide range of clients across a broad range of media, including platform design, advertising, interactive design, and brand identity.

Develop and design creative solutions that exceed the projects' objectives

- Michael Kors, Hearts on Fire (2017)
- Credit Suisse, Cigna, Dove (2016)
- Pitches for W HOTELS, Dove, Cigna, Cigna NFL, Hearts on Fire (2015 - 2016)
- JPMorgan Private Bank Responsive Design (2015)
- Mercedes-Benz Responsive Design (2012-2014)
- Ford, Lincoln Showcase Dealer Apps (2011)

Adjunct Faculty at The Fashion Institute of Technology, New York, NY (Fall 2016)

Correspondent in New York at Gcolon, Seoul, Korea (Mar 2012 - Jan 2014)

- Gather information for design & cultural news
- Write and edit articles
- Conduct interviews and take photographs.

Visual Designer/Art Director at OMHU, New York, NY (Oct 2010 - March 2012)

- Developed and designed promotional print and web materials for Omhu

Freelance Graphic Designer at CMYK + WHITE, New York, NY (Dec 2010 - Feb 2011)

- Organized 2011 Estée Lauder Barcelona presentation materials for CMYK+WHITE

Computer lab assistant at Pratt Institute, New York, NY (Jan 2009 - May 2011)

- Assisted in the operation of a computer lab; provided ongoing assistance to students

Teaching assistant at Pratt Institute, New York, NY (Sep 2010 - Dec 2010)

- Assisted a faculty member with teaching-related duties, such as guiding lower level courses, developing teaching materials, preparing and giving examinations, and grading examinations.

Creative Director and Founder, HHR | Seoul, South Korea (Aug 1998 - Aug 2006)

- 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
- Managed and designed advertising, publication and websites for fashion companies, galleries, and films

EDUCATION

- Visual Sculpture Summer Session, NYU ITP, New York, NY
- MS in Communications Design, Pratt Institute, New York, NY
- BFA in Crafts, Kookmin University, Seoul, South Korea

PUBLICATIONS AS AUTHOR

2014 • [Book] "Creator's Bookmarks 2," Gcolon book (Seoul, Korea) 490-507

2014 • [Book] "NY2587days: A record of creative encounters in NY," Gcolon book (Seoul, Korea)

2012 • [Interview] "New York in Conversation : George Lois," Gcolon Magazine Vol.65 (Seoul, Korea) 152-163

2011 • [Article] "A Passionate Life: My grandfather," Gcolon Magazine Vol.49 April 2011 (Seoul, Korea) 84-87

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COLLABORATIVE PROJECTS

- 2016 • Curated Group Show, "WEAR(E)", Chashama/The Urban Garden Room at One Bryant Park 43rd St (New York, NY)
- 2010 • Floating Pixel workshop, MIT Senseable City Lab (Cambridge, MA)
- 2010 • TLA (Three-Letter Acronym) workshop with Experimental Jetset [Amsterdam, Netherlands] (New York, NY)

GRANTS / AWARDS

- 2016 • Spring 2016 Connor Award Winner, at The City College of New York
- 2015 • Digital Interdisciplinary Art Practice Fellowship at The City College of New York
- 2015 • The Webby Awards Honorees for Websites / Best Practices MBUSA Responsive MBUSA.com
- 2011 • Reddot Design Award
 - Design Concept Winner (Augmented Reality): Spatial Flashcards
- 2011 • The Graduate Awards Convocation Outstanding Merit, Brooklyn, NY
- 2011 • The 41st Creativity Media & Interactive Awards
 - Platinum Award, Pause, Multitouch Screen Experience in Public Sector
 - Silver Award, 5 Minutes Music Miracle, Interactive Itinerary around Times Square
- 2010 • The 40th Creativity International Award Print & Package
 - Platinum Award, Trash/Treasure
 - Gold Award, From meat and tranny hookers to Highline, hipsters, and Samantha in "Sex and the City"
 - Gold Award, Valdrada
 - Silver Award, The Council on the environment of Manhattan's Clean air, Clean land, and Clean water Campaign
- 2010 • International Student Scholarship 2010 Fall
- 2010 • "What is Sustainability? Pratt Students Respond" exhibition, Honorable mention
 - The Rubelle and Norman Schafner Gallery, Pratt Institute, New York, NY
- 2010 • International Student Scholarship 2010 Spring

PUBLICATIONS

- 2012 • "Creativity Forty1," Creativity International Awards (Louisville, KY) 341, 355
- 2011 • "G: Artist, designer Woojin Lee," Gcolon Magazine Vol.45 (Seoul, Korea) 98-103
- 2011 • "Red dot design concept yearbook 2011/2012," (Singapore) 307
- 2011 • "Creativity Awards Annual 40," Creativity International Awards (Louisville, KY) 346, 355, 363, 367
- 2011 • "Student notes," Gateway, The community newsletter of Pratt Institute (New York, NY)
- 2011 • "Communications Design Student Woojin Lee Wins Four Creativity International Awards,"
Pratt Institute, News & Media (New York, NY)
https://www.pratt.edu/news/view/communications_design_student_woojin_lee_wins_four_creativity_internat/
- 2010 • "Creativity International Award Winner Woojin Lee," Misoolsidae, Fine Art Magazine (Seoul, Korea) 62-63
- 2006 • "Dream dress, Graphic designer Woojin Lee," My Wedding Vol.157 (Seoul, Korea) 105