



SUNYOUNG LEE

GRAPHIC DESIGNER AND ILLUSTRATOR

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Portfolio: sunyounglee-design.space

EDUCATION

Pratt Institute

BROOKLYN, NY

- B.F.A Graphic Design

SKILLS

Branding Design

Product Design

Illustrations

Typography

Video Editing

Film

Project Management

Motion Graphic

Social Media Content Design

TOOLS

Illustrator

Photoshop

Indesign

After Effects

Premiere Pro

Blender

Unity

Figma

Procreate

Google Slides

Google Sheets

Javascript

HTML

CSS

LANGUAGE

English

Korean

Spanish

EXPERIENCE

Pratt Asian Society *Social Media Director*

NOVEMBER/ 2023 - PRESENT

- Strategize and execute social media plans to enhance the club's online presence and brand image.
- Create engaging and culturally relevant content aligned with the club's values and mission.
- Manage social media platforms including instagram, collaborating with club members to generate ideas for campaigns, events, and advertisement.

Bleucoon *Manager*

MAY/ 2018 - JULY / 2020

- Developed custom designs for a range of products, including phone cases and holders, ensuring unique and appealing offerings for customers within their needs.
- Enhanced the brand's online presence by crafting engaging posters and effective brand messaging for social media marketing campaigns.
- Demonstrated a rapid learning curve by acquiring in-depth knowledge about the products and system, facilitating the delivery of clear and accurate information to clients and team members alike.

73 Years Reconstruction Exhibition *Designer*

NOVEMBER/ 2023- NOVEMBER / 2023

- Conceptualized and designed an impactful poster that effectively communicated the theme of the 73 Years Reconstruction of South Korea
- Integrated dynamic animations that harmonized with the theme, enhancing the overall visual narrative.
- Researched on the traditional construction in South Korea, spanning across historical, present, and future perspectives.

SIDE PROJECTS

Pratt Major Interview *film production*

AUGUST 2022

- Conceptualized, produced, and filmed a compelling interview featuring a school student to enlighten the educational community about the Fashion major.
- Ensured the delivery of clear information and a visually impactful presentation to the school audience with advanced video editing skills.
- Conducted in-depth research on the Fashion major, orchestrating and managing meetings to gather essential insights for the interview and film production.