



# CAROL LEE

graphic & web design

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My aesthetic is clean, elegant and modern. I've worked extensively in digital publishing, fashion – from e-commerce to editorial – and developing artist sites. Some of my specialties include: layout, banners, decks and imaging. I care deeply about user experience and ease of navigation. I look forward to being part of your team!

## EXPERIENCE

### NOTABLE CLIENTS

- W Hotel
- IRIS/ UNHCR
- Septieme Etage
- Uinterview.com
- Sharpmen.com
- Screaming Mimi's
- Gurl.com
- Sarah Bell Yoga
- Creative Arts Workshop
- Cheryl Dunn
- Christian Gozenbach

### DIGITAL MEDIA CONSULTANT/ DESIGNER

Design + Branding, Newsletter, E-commerce, Banners, UX, Content Service, Social Media Integration, Wordpress, Imaging, Decks, Collateral Material.

SEPTIEME ETAGE, OCT 2011 – DEC 2012, GENEVA, SWITZERLAND  
DIGITAL CREATIVE PRODUCER & COPY WRITER

Produced creatives & promotional banners; photographed garments, cropped and retouched images; and wrote copy for the e-commerce site specializing in luxury womenswear brands.

PAPERMAG.COM: JAN 2000 – FEB 2010, NEW YORK, NY  
CREATIVE DIRECTOR

Oversaw all critical components of digital publishing including layout, blogs, NY Fashion Week coverage, social media, newsletter and promotional banners; maintained the daily production using CMS; designed the first mobile app; designed in-book print ads; spearheaded and realized two redesigns projects.

## EDUCATION

HAUTE ÉCOLE D'ART  
ET DE DESIGN  
GENEVA, SWITZERLAND

Graduated with honors in both final jury and mastser thesis.  
MFA

CERCCO/ HEAD  
GENEVA, SWITZERLAND

Postgraduate Studies in contemporary ceramic and polymer.

SAN FRANCISCO ART  
INSTITUTE

Graduated with honors in Interdisciplinary Program .  
BFA

## LANGUAGES

- ENGLISH ●●●
- KOREAN ●●
- FRENCH ●

## PROFESSIONAL SKILLS

- PHOTOSHOP ●●●●●
- ILLUSTRATOR ●●●●●
- INDESIGN ●●●●●
- SKETCH UP ●●●●●
- SOCIAL MEDIA ●●●●●
- HTML & CSS ●●●●●
- CMS ●●●●●
- PHOTOGRAPHY ●●●●●