

# **CAROLLEE** graphic & web design

₩ caroljoolee.com/design

e carol@caroljoolee.com

**m** +1 (917) 330-2337

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

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W Hotel

**IRIS/ UNHCR** 

Septieme Etage

Uinterview.com

Sharpmen.com

Screaming Mimi's

Gurl.com

Sarah Bell Yoga

Creative Arts Workshop

Cheryl Dunn

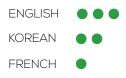
Christian Gozenbach

HAUTE ÉCOLE D'ART ET DE DESIGN GENEVA, SWITZERLAND

CERCCO/ HEAD GENEVA, SWITZERLAND

SAN FRANCISCO ART INSTITUTE

### LANGUAGES



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 reazlized two redesigns projects.

#### EDUCATION

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

Postgraduate Studies in contemporary ceramic and polymer.

Graduated with honors in Interdisciplinary Program . BFA

### **PROFESSIONAL SKILLS**

PHOTOSHOP	$\bullet \bullet \bullet \bullet \bullet$	SOCIAL MEDIA	$\bullet \bullet \bullet \bullet \bullet$
ILLUSTRATOR	$\bullet \bullet \bullet \bullet \bullet$	HTML & CSS	$\bullet \bullet \bullet \bullet \bullet$
INDESIGN	$\bullet \bullet \bullet \bullet \bullet$	CMS	••••
SKETCH UP	$\bullet \bullet \bullet \bullet \bullet$	PHOTOGRAPHY	$\bullet \bullet \bullet \bullet \bullet$

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