

CAROLLEE graphic & web design

₩ caroljoolee.com/design

e carol@caroljoolee.com

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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

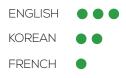
Christian Gozenbach

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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