

I am a designer who is ready to take on the most diverse projects and collaborate with talented creatives. I love new challenges to solve complex problems using design, teamwork and business strategy.

JUSTIN LEE

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2010-2014
Drexel University
Design & Merchandising

Design & Business Skill Set

- Branding & Identity Design
- Project Generation & Management
- Art Direction
- Web Design
- Film Production
- Photo Production
- Print Design
- Paid Social Media Marketing

Software

- Photoshop
- Premiere Pro
- After Effects
- Lightroom
- Illustrator
- Resolve
- InDesign
- Audition

Work Experience

- Oct 17' - Today Split Rock Creative
Creative Director
 - Develop unique, new concepts.
 - Create and present storyboards of ideas.
 - Work with art directors to create ideas.
 - Develop graphics for product illustrations, logos, and websites.
 - Write copy for clients' ads, brochures, TV spots, radio, and other forms of advertising.
 - Oversee campaigns from production to completion.
 - Select colors, images, text style, and layout.
- Oct 14' - Oct 17' Split Rock Creative
Designer
 - Created, tested, and implemented designs, layouts, and UX/UI
 - Contributed to the constant evolution of the look/feel of the brand at hand and ensure consistency by developing style guides and brand guidelines.
 - Assisted with art direction on shoots and supported the creation of strong photo content to be shared across social and other marketing channels.
 - Worked with design team to translate and elevate our brand vision and user experience across all platforms.
 - Created client specific presentation decks for internal and external use.
- Oct 13' - Nov 14' MadBody.com
Art Director
 - Produced Madbody.com films by approving locations, studio hire, the final shooting script, production schedule and budget.
 - Directed and coordinated set construction, and styling activities to ensure conformance to design and budget.
 - Created written & multimedia content for social media pages.
 - Edited and retouched photos for fitness database.

Interests

- Art & Design
- Filmmaking
- Networking
- Social Media
- Music
- Fitness
- Photography
- Fashion
- Travel