



JANE LEE

► EXPERIENCES

BROOKLYN SPECTACLES | NYC

CREATIVE DIRECTOR / BRAND MANAGER
06/2015 – 03/2016

- Developed brand identity and established comprehensive brand guidelines
- Oversaw communication with PR agency and spearheaded collaborative projects with local artists and lifestyle bloggers
- Managed social media content and engagement for the company's Instagram account and grew followers by more than 300% in 8 months
- Directed all campaign photo shoots and promotional videos
- Led and executed creative development across corporate identity, marketing materials, catalogs, website, advertising, social media, in-store graphics, signage, packaging, product displays, and trade show graphics

ERWINPENLAND | NYC

SENIOR ART DIRECTOR
01/2011 – 05/2015

- Manage a team in NY and SC office to work seamlessly on the agency's largest account, Verizon
- Developed and produced national photo shoots and TV spots for Verizon and Denny's
- Concepted and executed Denny's refreshed brand identity, from menu design and web banners to collateral materials
- Established brand identities and guidelines for The Harlem School of the Arts, The West Side Tennis Club and Samahope

HILL HOLLIDAY | NYC

JUNIOR ART DIRECTOR
2008 – 2010

- Designed and developed integrated campaigns for Verizon
- Involved in new business pitches and created presentation decks

FREELANCE ART DIRECTOR | NYC

CLIENTS: *Deutsch NY, Ralph Lauren, Gotham Inc, The Halo Group, Luxeye Optical, Allsite Realty, Rocketdog NYC, Mouth NY, Brooklyn Spectacles, FGA*
2007 – 2015

- Designed website layouts for Ralph Lauren Women Collection and Ralph Lauren Home and was also involved in photo shoots for Ralph Lauren Home
- Created an award-winning logo and brand identity for Luxeye Optical
- Art directed various print ads, collateral materials, and websites for clients such as SPDR University, Malaysia International Islamic Financial Centre, Maybelline, Mahou, PNC Bank, St. George's University, and StaySharp
- Developed logo and branding for Allsite Realty, FGA, and Brooklyn Spectacles

CREATIVE INTERNSHIPS | NYC

AGENCIES: *DROGA5, BBDO, BADGERS & PARTNERS*
2006 – 2007

- Concepted and designed print ads and a guerrilla campaigns for New Museum, AT&T, GE and Gillette Venus
- Redesigned Kinerase website

► SKILLS

- **SPECIALITIES**
Logo design & branding, advertising campaign, new business pitches, graphic design, website design, design consulting
- **KNOWLEDGE**
Typography
User experience / Responsive design
Color combination
Photography
Grids / Layout

► AWARDS

- 2013 Recipient of the Gold Award (Graphis Logo Design 8)
- 2008 Recipient of the First Gold Award (Graphis Advertising)
- 2007-08 Recipient of Gold Awards (Graphis New Talent)
- One Show Merit
- 2007-08 Featured in Graphis New Talent Annual, Communication Arts Annual and One Show Annual Vol. 29

► EDUCATION

SCHOOL OF VISUAL ARTS | NYC
Bachelor of Fine Arts in ADVERTISING/GRAPHIC DESIGN
2004 – 2007

