

# James Lee

## Graphic Designer

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I am a quick-thinking and seasoned graphic designer with 14 years experience in various industries, working at a frenetic, almost unstoppable pace. Color theory, composition, and typography are my tools to execute effective design solutions. I consistently meet crucial deadlines, keeping in mind the importance of quality design. I am confident in taking a project from concept to finished product, and able to complete projects within a short turn-around time.

### EXPERIENCE

#### **Designer, Gum Gum, Santa Monica, CA | May 2016–Current**

Design digital and interactive ad units and campaigns for digital ad tech start up. Create in-image media campaigns sometimes including 2D animations and rich media. Integrate a clean aesthetic across internal and external materials, including aspects of the company website, sales comps and promotional material.

#### **Designer/Art Director, Standard Time, Hollywood, CA | May 2015–Feb 2016**

Design and assist creative team on branding, pitch decks, marketing efforts, brand guides, POS and digital for a range of clients from CVS, E.S.Kluft Mattresses, Fashionphile and Ole Smoky Moonshine.

#### **Senior Designer, VCG Catapult, Manhattan Beach, CA | Feb 2014–Feb 2015**

Design look and feel of retail campaigns, collateral, direct mail, branding, identity, POS/POP signage, and environmental for Agency client Fresh&Easy.

#### **Designer, Belkin Inc., Playa Vista, CA | May 2013–Aug 2013**

Design packaging, collateral, catalog ads, tradeshow materials, POP/POS materials, concept for print advertising and other marketing related projects. Promoted consistent implementation of the Belkin branding standards and related messaging in all projects.

#### **Designer, Sony Playstation Network (SNEI), Los Angeles, CA | Oct 2009–May 2012**

Design graphics and provide visual support for the Playstation Network Store and the Sony Entertainment Network's Video and Music Unlimited services, through the design and production of banner ads, thumbnails, store takeovers, themes, marketing campaign promotions, and tradeshow/convention visuals.

#### **Senior Graphic Designer, TOKYOPOP Inc., Los Angeles, CA | May 2007–Dec 2008**

Work in unison with the creative director, and marketing department to provide creative and effective solutions for a diverse range of graphic novel properties. Manage development and art direction of over 47 recurring monthly titles. Provide brand management on a company-wide scale, staff new talent and directly supervise five full-time designers and Production department. Provide creative direction on developing brand identities.

#### **Graphic Designer, TOKYOPOP Inc., Los Angeles, CA | Dec 2002–May 2007**

Develop schedules for the creation and delivery of design material and adhere to production schedules set for varied marketing programs and products. Design, and prep for print, all product packaging and marketing support materials including print and online advertising and trade show graphics.

### EDUCATION

**Brooks College**  
Long Beach, CA  
AS | Multimedia Design  
2002

**University of California,**  
San Diego  
La Jolla, CA  
BA | Communication  
2000

### SKILLS

- Adobe Creative Cloud: Photoshop, Illustrator, Indesign, Acrobat
- Tumult Hype/HTML5
- Quark: QuarkXPress.

References available upon request.