neha ann lee.

Art Director/Graphic Designer

Neha is a curious and communicative graphic designer whose process, assertiveness and confidence set her leagues apart from the rest. She has over 9 years of experience and is focused on creating smart, provocative, and conceptual work for brands, and, companies.

/ Phone: **669.300.7043** / Email: **neha.ann.lee@gmail.com** / Website: **https://nehalee.com**

experience

April 2020 - Present

Art Director
Palmer Ad Agency

- Generating clear ideas and concepts in tandem with the copywriter
- Producing sketches, storyboards, art layouts
- Understanding marketing initiatives, strategic positioning and target audiences
- Branding and Brand Reviews
- Creating wireframes and prototyping
- User interface and user experience
- Developing moodboards and image contact sheets
- Creating style boards
- Establishing a design system across various mediums
- Animated content- gifs, banners, illustrations, graphics
- Digital marketing and social media advertising

June 2020 - September 2020

Sr.Graphic Designer
Project Frog

- Creating eye-catching graphics and engaging designs
- Building social media assets and email campaigns using Zoho One
- Handling graphic projects from start to finish
- Working directly with the marketing team and UI/UX manager to take ideas for web, video, print, and case studies from rough concept to final product
- Collaborating directly with software development
- Developing video and animated content for multiple websites
- Submitting iterative drafts for final approval by the sales and marketing team

July 2019 - Feb 2020

Sr.Graphic Designer
215 McCann, Freelance

- Working on stylized powerpoint presentations
- Co-ordinating and working with multiple team members on various projects
- Updating the look and feel of branded decks on a daily basis
- Image sourcing
- Digital advertising
- Creating marketing material
- Creating social media marketing

May 2019 - June 2019

Graphic Designer
Sigma Computing, Freelance

- Working on the design and development of marketing materials, including digital advertising, email campaigns, and social media campaigns
- Creating conference and event collateral
- Designing and laying out ebooks
- Creating brand guidelines
- Producing promotional web assets to be used in webinars
- Creating illustration assets to support blogs

March 2017 - May 2019

Jr.Graphic Designer
Group Delphi

- Working with 2d and 3d designers
- Collaborating with fabricators and production offices
- Managing on multiple projects simultaneously
- Developing environmental graphics
- Sourcing and manipulating imagery
- Creating elevations for trade show spaces
- Managing quick turnaround projects
- Creating presentation decks
- Preparing files for production

Feb 2017 - March 2017

Presentation Designer
Spring Studio, Freelance

- Creating branded powerpoint decks
- Building infographics
- Working with product and design teams
- Brainstorming
- Design ideation
- Image sourcing and manipulation
- Designing and laying out ebooks
- Developing print and digital documents

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experience

June 2017 - Oct 2018

Visual Designer
Lime Soda Films, Freelance

- Developing branding
- Establishing a visual look and feel for each project
- Designing print and web assets
- Sourcing and manipulating imagery
- Creating posters, logos, flyers and social media assets

May 2014 - Jan 2017

Illustrator/Graphic Designer
Monster Brush Design Studio

- Generating logos and illustrations
- Creating print assets
- Building branded design systems
- Manipulating imagery
- Photography and photoshoots

skills

Expert

UX Design
Wireframing/Prototyping/Development

Tools: Sketch, Adobe Xd, inVision, Balsamiq, Wix

Expert

Graphic Design
Print/Digital/Social/Marketing

Tools: Sketch, Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Keynote, MS Powerpoint, Google Slides

Expert

Illustration
Scalabe Vector Graphics/2D Art

Tools: Adobe Illustrator, Mixed Media, Hand Drawn Art

Advanced

Animation
GIF/Intros/Videos

Tools: Adobe After Effects, Adobe Photoshop

education

3.8 GPA

Masters in Graphic Design
Academy of Art University, San Francisco

August 2014 - December 2016

4.0 GPA

Bachelors in Visual Art
Stella Maris College, India

June 2010 - April 2014

March 2020

After Effects CC 2020 Certification
Udemy, Online

Complete Certified Course from Novice to Expert

March 2020

UX Design Certification
Udemy, Online

Complete Certified Course: Adobe XD + UX UI Design

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