

VINCENT PATRICK LEE

Art Director / Senior Designer

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PROFILE

Highly creative, accomplished Art Director with 10+ years of experience. Creative design project leader with solid record of accomplishment delivering solutions that drive sales, maximize resources, and streamline processes. Market-savvy strategist; excel in inspiring teamwork that transforms problems into creative concepts and designs. Expert collaborative and interpersonal skills, able to build effective rapport with staff and clients while delivering all the effort and impact needed to build business while meeting/exceeding goals and expectations.

EDUCATION

Master of Fine Arts in Computer Art / New Media
Academy of Art University – San Francisco, CA

Bachelor of Arts in Visual Communication
Stevenson University – Stevenson, MD

EXPERIENCE

Media Monks, Los Angeles, CA
Senior Designer, 10/2018 – Present

Part of an embedded creative team for top tier client based out of Mountain View. Managing & supporting a team of 12 video editors by creating elegant, clear and well branded layouts for video ad space. Point of consultation and a coach for the creative team and video editors.

Key Achievements:

- Demonstrated skill in creating effective visual designs that tell powerful stories quickly, meeting business goals and objectives while delivering impact and emotion.
- Knowledge and expert-level skills using major design technology tools, including Adobe Creative Suite products (Illustrator, Photoshop, Premiere), as well as After Effects, Adobe XD, Sketch and Figma .
- The ability to own projects while utilizing team strengths, and to multitask while driving brand consistency—designing solutions that achieve creative goals while meeting business objectives.
- Sincere eagerness to inspire creative teams, and to influence team members to inspire others.

EXPERTISE

- Art Direction / Team Leadership
- Brand Identity Management
- Pre-Press Signage & Displays
- HTML / CSS / Typography
- Print & Web Photography
- Creative Strategy & Planning
- Product Packaging Design
- Consumer & Business Designs
- Staff Training & Coaching
- Digital/Web Design (Front End)
- Project Scheduling & Tracking
- Strategic Marketing Design

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HULU, LLC, Los Angeles, CA – (Contract)
Digital Designer, 1/2018 – 09/2018

Core member of the Hulu Creative team. Created high quality, compelling marketing materials in a variety of media including landing pages, web banners, emails, print, social media and mobile while upholding Hulu's brand standards. Projects demand a combination of world-class design sensibility and skills, an entrepreneurial mindset, and comfortable in a fast-paced, collaborative environment with intense, focused, but fun-loving co-workers.

Key Achievements:

- Create high quality, compelling marketing e-mails and a variety of media including landing pages, web banners, print, social media and mobile while upholding Hulu's brand standards.
- Participate in project teams from concept through production while meeting the sometimes conflicting needs of both Creative and Marketing.
- Generate unique creative and visual solutions that achieve Hulu marketing goals in a constantly changing competitive landscape.

RAUXA MARKETING AGENCY, New York, NY
Art Director, 5/2016 – 5/2017

Guided creation of designs from conceptual stage through completion for one of the country's fastest growing marketing agencies. Supervised staff and managed production schedule for print and digital design projects. Ensured team members understanding of tasks; defined success criteria before starting project to improve designs.

Key Achievements:

- Quickly built reliable team and led development of compelling designs. Emerged as project manager of group that consistently beat projections. Achieved 2.5 times more efficient cost-per-click on digital.
- Multitasked to manage overlapping deadlines, or to provide rapid project turnaround; created deliverables on time and within budget.
- Set quality bar for creative products. After joining agency and starting work on Print and Digital campaigns, click-through and engagement rates on similar projects were higher than previous year.
- Brought fresh perspective to projects while maintaining strategic direction. Managed Verizon Fios and Verizon Wireless accounts, quickly adopting and implementing new brand strategy.

MODELL'S SPORTING GOODS, New York, NY
Sr. Graphic Designer, 4/2014 – 4/2016

Supervised and guided art direction/graphic design staff for one of America's oldest family-owned and operated retailers with more than 150 retail locations in the Northeast. Created attractive and effective designs that achieved business objectives. Supervised and approved work of in-house design staff.

Key Achievements:

- Managed in-house design production. Developed effective, innovative ideas for point-of-purchase signage for all NY metro area retail stores; featured products outperformed non-featured items by 21%.

- Improved creative workflow. Streamlined processes for faster turnaround, reducing cost, improving accuracy and alignment with strategic goals, achieving highest quality output.
- Prioritized and managed projects. Served as lead designer for circular and ROP ads in NY Post; increased scope to other NY outlets, including the Daily News, Journal News and Newsday.

PVH Corp., New York, NY

Sr. Graphic Designer, 3/2013 – 01/2014

Oversaw creation of strategies and concepts for marketing and packaging needs for one of the largest global apparel companies. Ensured consistent execution of deliverables in alignment with business goals and objectives. Implemented effective design strategies across consumer retail product offerings.

Key Achievements:

Enhanced brand value for leading brands. Designed new, eye-catching brand packaging (including professional retouching) and trims for premiere launches of Calvin Klein and Tommy Hilfiger.

VIVOBAREFOOT, New York, NY

U.S. Graphic Designer, 7/2011 – 11/2012

Served as key participant in all strategic planning for brand, for manufacturer of innovative shoes designed to give maximum sensory feedback. Company is a subdivision of Clarks Shoes, the 31st largest private company in the U.K., 84% owned by the Clark Family.

Key Achievements:

Managed and developed brand guidelines to guide communication consistency for the brand across the U.S. market. Updated brand management guidelines as needed.

GERSHONI CREATIVE AGENCY, San Francisco, CA

Graphic Designer, 2/2006 – 5/2007

Produced engaging graphic design content for full-service creative agency. Developed designs for print and digital media. Maintained awareness of emerging trends in visual communications and technologies, software/design tools and media strategies. Delivered creative and effective visual communication solutions to support client needs/specifications.

Key Achievements:

- Created and maintained a level of high-end design for major clients (including Patrón and BBC); increased partner participation during tenure with agency.
- Performed as interactive producer, multi-tasking to complete numerous digital and print projects. Designs generated increases in number of media impressions.

PROFICIENCY SKILLS

Mac & Windows OS | Mac/PC Software | Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects) | Sketch | Figma | HTML | CSS | Microsoft Office Suite (Word, Power Point, Excel, & Outlook) | CMS (JIRA, Asana) | Google Ads Certification