

Michael Lee / Art Director

WE COMMUNICATIONS

ART/CREATIVE DIRECTOR | 2021 - PRESENT

Manages creative projects from concept to completion and translates marketing objectives into creative strategies. Shapes the direction of the creative agency work, and maintains strong internal relationships with leads. Facilitates creative consultations with account teams to assure appropriate creative strategies. Moderates adequacy of input, helps determining schedules/budgets. Aligns production support, reviews design work and helps build client presentations.

LOTUS UNITED

SR. DESIGNER/BRAND MANAGER | 2018 - 2020

Management and creation of all marketing and media for LU companies. Provide art direction, brand alignment and build/maintain web presence. Manage templates, forms, social media, videos and sales decks. Develop logos and branding, prepare/manage artwork for Domestic/Chinese production for retail fixtures and environments.

FREELANCE

DESIGNER/ILLUSTRATOR | 2015 - 2017

Creating everything from spot illustrations to brand guides. Developing infographics and print collateral. Provide art direction, alongside look & feel boards. Mural work and installation assistance. Design social media imagery and marketing materials.

TCI DESIGN + BRANDING

DESIGNER/ILLUSTRATOR | 2015 - AUG 2017

Developing logos and the accompanying brand guidelines. Creating site maps/wireframes for client websites. Minimal Wordpress and hacking of CSS. Conceptualizing campaigns for various governmental agencies. Producing print/web collateral for various clientele. Mock-up promotional goods for ASI related orders. Mural Design and environmental signage.

CONNELLY SKIS

PRODUCT DESIGNER/ILLUSTRATOR | 2013 - 2015

Work under Art Director to develop product/advertisement. Design/Illustrate fresh graphics for both Connelly and CWB. Create product specs for stateside/foreign manufacturing. Design packaging and collateral for both brands. Define brands through ad material and catalog work.

Mcdonalds / Lego Education / Tegria / Honeywell / Horizon / Gilead Scholars / Promethean / Bittrex / Trend Micro / Banfield Foundation / University of Washington / I-TECH/Checka Status / Amazon / Boeing / Washington Tribes / FMSIB / Washington State Historical Society / Port of Seattle / Downtown Seattle Association / Alliance for Pioneer Square / Waste Management / Seattle Seahawks / Mohai / Seattle Center / City of Seattle / Connelly Skis / Proline / Osprey Packs / Thule / New Era / Patagonia / Decked / Stanley / Smith / PXG / Canyon / Olukai /