



# 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 12 years of experience and is focused on creating intelligent, provocative, and, conceptual work for brands, and, companies.

/ Phone: 669.300.7043

/ Email: [neha.ann.lee@gmail.com](mailto:neha.ann.lee@gmail.com)

/ Website: <https://nehalee.com>

## experience

October 2021 - October 2024

### Product Marketing Designer

#### DoorDash - Remote

- Branding for various media channels- OOH, Advertisements, slide decks, customer/ business/ merchant facing documents, Digital ads & more
- Understanding marketing requests and briefs while creating assets that fit within existing branding
- Creating assets for social media, UAC & affiliate marketing for various projects
- Working on multiple projects simultaneous and coordinating with multiple teams, account managers and copy writers
- Working on In-App product marketing + Landing Pages
- Creating cohesive email and product marketing assets
- Creating 1 pagers on Canva

January 2021 - Feb 2022

### Freelance Art Director

#### Questus - Remote

- Understanding opportunities offered by digital, social and technology platforms & media & translating these developments into winning strategies for the agency's clients
- Storyboarding, creating original illustrations & animating multiple TV ad productions
- Creating consistent illustrations for social media platforms
- Following & applying brand guidelines to assets
- Collaborating with AMs, PMs, outside vendors and managing multiple projects at once
- Deciphering client critique & feedback
- Managing quick deadlines & satisfying the clients needs

July 2019 - Feb 2020

### Sr.Graphic Designer

#### 215 McGann, Freelance

- Working on stylized powerpoint presentations
- Co-ordinating & working with multiple team members on various projects
- Updating the look & feel of branded decks on a daily basis
- Image sourcing and contact sheet development
- Digital advertising and content creation
- Creating marketing material
- Creating social media marketing
- Meeting quick deadlines
- Understanding the target audience & research

April 2020 - March 2022

### Art Director

#### Palmer Ad Agency - Remote

- Generating clear ideas and concepts in tandem with the copywriter
- Producing storyboards, design options and strategy
- Understanding marketing initiatives, strategic positioning and target audiences
- Branding and Brand Reviews
- Creating wireframes, prototyping, ux/ui
- Creating content for multiple social media platforms
- 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 - Remote

- Creating eye-catching graphics & engaging designs
- Building social media assets & 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, & case studies from rough concept to final product
- Collaborating directly with software development
- Developing video & animated content for multiple websites
- Submitting iterative drafts for final approval by the sales & marketing team

May 2019 - June 2019

### Freelance Graphic Designer

#### Sigma Computing, Freelance

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



@nehaleedesigns

<https://linkedin.com/in/nehalee>



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## experience

March 2017 - May 2019

### Jr. Graphic Designer Group Delphi - Full Time

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

June 2017 - Oct 2018

### Visual Designer Lime Soda Films, Freelance

- Developing branding
- Establishing a visual look & feel for each film project
- Designing print & web assets
- Sourcing + manipulating imagery
- Resizing assets to meet various advertising needs

Feb 2017 - March 2017

### Presentation Designer Spring Studio, Freelance

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

May 2014 - Jan 2017

### Illustrator/Graphic Designer Monster Brush Design Studio

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

## skills

Expert

### UX Design Wireframing/Prototyping/Development

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

Expert

### Illustration Scalabe Vector Graphics/2D Art

Tools: Adobe Illustrator, Mixed Media, Hand Drawn Art

Expert

### Graphic + Digital Design Print/Digital/Social/Marketing

Tools: Figma, Sketch, Adobe Indesign, Illustrator + Photoshop, Keynote, Powerpoint, Google Slides, Canva

Advanced

### Storyboarding + Animation GIF/Intros/Videos

Tools: Adobe After Effects

## education

3.8 GPA

### Masters in Graphic Design Academy of Art University, San Francisco

4.0 GPA

### Bachelors in Visual Art Stella Maris College, India



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