



Sarah Lee
Motion+Graphic Designer

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EDUCATION	Jan 2013 – Apr 2023	ArtCenter College of Design, Pasadena, CA Bachelor of Fine Arts in Illustration with a specialization in Motion Design
EXPERIENCE	Nov 2017 – Nov 2022	Chief Executive Officer, LeMASKA Co, Seoul, Korea Founded a fashion brand company and grew the business to an annual revenue of \$1.5M in three years. Created and developed brand identity systems, including a logo, editorial film, and marketing materials for online and retail products. Developed prototype and designed website by analyzing web traffic and user activity, leading to a 27% improvement in traffic and a 40% conversion rate of user experience. Developed partnerships with global brands, including Fendi, Audi, Mercedes Benz, and Umbro.
	Jul 2014 – Apr 2019	Model, Actress, Seoul, Korea Participated in the TV drama <i>Different Dream</i> as an actress, magazine <i>Marie Claire Korea</i> , and companies of Hurom Juicer and Unix Hair Dryer as a model.
	Apr 2016 – Nov 2017	Official Content Creator, Naver, Seoul, Korea Created and distributed content for brands and corporations with the support of Naver, the biggest search engine in Korea, resulting in 3.8M views (YouTube: 1.8M, Naver: 1.9M) and 10K followers on Instagram. Created promotional videos for global cosmetic brands, including Lancôme, Benefit, and Biotherm.
	Jan 2014 – Apr 2014	Teaching Assistant, ArtCenter College of Design, Pasadena, CA Assisted professor Miguel Lee with Motion Design 2. Helped students with the use of C4D and the development of styleframes.
	Jun 2013 – Dec 2013	Intern, CGN TV, Los Angeles, CA Assisted in shooting and editing documentary films and station blocks.
RECOGNITION	Jan 2023	ArtCenter Student Gallery, Pasadena, CA <i>Shampoo Bar</i> (Motion Design), <i>Triptych</i> (Motion Design)
	Sept 2022	ArtCenter College of Design, Pasadena, CA Provost's List
	May 2016	Naver Beustar League, Seoul, Korea Placed Top 10 Content Creators
	Jul 2014	Miss Korea Beauty Pageant, Seoul, Korea 3rd Runner-Up
EXPERTISE	Strong working knowledge of:	Photoshop, Illustrator, After Effects, Premiere Pro, Cinema 4D, Redshift, Excel, PowerPoint, Figma, and Miro
	Familiar with:	Maya, Final Cut Pro, InDesign, and Keynote
	Languages	Korean and English