

WOOJIN LEE

www.theWoojinLee.com
www.ooooo.com
theWoojinLee@gmail.com

WORK EXPERIENCE

Ogilvy Freelance Design Lead (Aug 2019~)

Google Freelance Art Director, UI Design Lead / Think with Google (Nov 2017 - Jun 2019)

- Led Shopping Insights Design System and User Interface Design based on daily search data for 55,000+ products, 45,000+ brands, and nearly 5,000 categories across the U.S.

Also participated in the User Experience process

- Participated in concept development and designed Think with Google's social campaigns and storytelling graphics (Primetime is Personal, Google Marketing Live 2016)

SapientRazorfish/Razorfish Design Lead/Sr. Art Director/Art Director (Mar 2014 - Nov 2017)

- Led Design team to set a cohesive Visual Design System and closely worked with the UX & Engineering team to create authentic digital experiences for clients' needs (Michael Kors, Comcast, Hearts on Fire, Chubb, Dove, Mercedes-Benz, JPMorgan Private Bank)

Razorfish Sr. Designer (Aug 2011 - Mar 2014)

- Designed multiple responsive platforms and apps deeply rooted in clients' needs

OMHU Graphic Designer/Art Director (Oct 2010 - March 2011)

- Developed and designed promotional print and web materials for OMHU

TEACHING AND OTHER EXPERIENCES

Pratt Institute Visiting Instructor (Aug 2018 - Present)

- Teaching Graduate Communications Design MFA Technology and MFA Thesis Production and Exhibition courses

The City College of New York Adjunct Faculty (Aug 2019 - Present)

- Teaching Electronic Design & Multimedia BFA Graphic Design Concepts course

The Fashion Institute of Technology Adjunct Faculty (Aug 2016 - Dec 2016)

- Taught CD126 Digital Graphic Intensive I course

G colon New York Correspondent (Mar 2012 - Jan 2014)

- Wrote, edited, and translated articles for G Colon magazine in Korea

Core 77 Design Award Juror, Interaction Design (2017)

AWARDS/FELLOWSHIP

2019 AHL Foundation Artist Fellowship Winner, AHL Foundation, New York

2016 Connor Award Winner, The City College of New York (2016)

DIAP scholarship, The City College of New York (2016)

The Webby Awards Honorees Best Practices, Responsive MBUSA.com (2015)

Reddot Design Award : Design Concept Winner, Augmented Reality (2011)

The Graduate Awards Convocation, Outstanding Merit, Pratt Institute (2011)

The 41st Creativity Media & Interactive Platinum and Silver Awards (2011)

The 40th Creativity International Platinum, Gold, and Silver Awards (2011)

International Student Scholarship 2010 Spring and Fall, Pratt Institute (2010)

EDUCATION

The City College of New York

MFA in Digital Interdisciplinary Art Practice,
New York

NYU ITP

Visual Sculpture, Summer Session,
New York

Pratt Institute

MS in Communications Design,
New York

Kookmin University

BFA in Crafts,
Seoul

PUBLICATIONS AS AUTHOR

Creator's Bookmarks 2

Gcolon book 490-507 (Seoul, 2014)

2587days: A record of creative encounters in NewYork

Gcolon book (Seoul, 2014)

NewYork in Conversation :

George Lois

Gcolon Magazine Vol.65 (Seoul)
152-163 (Seoul, 2012)

A Passionate Life:

My grandfather

Gcolon Magazine Vol.49 April 2011
(Seoul) 84-87 (Seoul, 2011)

SPECIALTY

Collaboration

Mediator between writer, designer,
and engineer

Open-mindedness

Time management

Curiosity

Adaptability

Inquisitive

Learn to learn