

# Grace Lee

## EXPERIENCE

**Freelance**, Los Angeles, CA — Product Designer / Art Director / Artist  
Present

Select Projects: UI/UX for Regal Voice | UI/UX + Branding for Lead.Bot  
| Art Direction for Refinery29/Vice | NFT Illustration

**Handy**, New York, NY — Product Designer

October 2017 - May 2021

Executed design across the entire product lifecycle by:

- Conducting research such as surveys, interviews, and usability tests to inform design direction.
- Presenting learnings and design solutions through artifacts such as user flows and wireframes to stakeholders.
- Working collaboratively with product managers/stakeholders on product planning, go-to-market strategy, and launches.

Fully-owned on 2-4 product initiatives per quarter. Select experience:

- Principal Designer for Handy's Pro and Customer Apps (iOS & Android).
- Developed and maintained Handy's Component Style Guide
- Set design precedence on new products such as Onboarding for Handy's B2B product, e-commerce, and Search & Discovery.

Foster design culture by setting design and research processes, providing design mentorship, and leading design specific initiatives.

**Jump Ramp Games**, New York, NY — Junior Art Director

May 2017 - October 2017

Designed UI/UX components, original art such as logos and branding assets, and video content for in-app/social content and landing pages.

Developed, edited, and produced weekly How-To series on the brand's Facebook Live show that reached 45-65k viewers on a weekly basis.

**Kiip**, New York, NY — Lead Graphic Designer

September 2014 - May 2017

Create campaign creatives (shown nationally) for brands like BMW, Capital One, and Snickers; in cooperation with the client and agency.

Led rebrand by creating iconography and developing style guides

Lead UI/UX initiatives such as Developer Dashboards, Coupon Experience, and web design for special initiatives.

## Contact:

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## SKILLS

**Design Software:** Figma, Sketch, Adobe Photoshop, Illustrator, InDesign, and Keynote.

**Video Editing Software:** Adobe After Effects and Premier.

## OTHER RELEVANT EXPERIENCE

**Studio Artist:** Drawing, painting, and tattoo.

### Brand Design - Inkit:

Developed visual branding by creating a style guide and iconography for use in website, pitch deck, and one-sheets.

### Graphic Design - Bowery

**Presents:** Designed posters and promotional content for concerts at Terminal 5, Music Hall of Williamsburg, Bowery Ballroom, Mercury Lounge, and The Capitol Theatre.

### Video - PS122:

Shot, edited video content for social media, grant proposals, and promotional trailers.

### Production Design - Artissimo:

Prepped artwork for production, pitched designs to the NFL and NHL, original artwork sold nationally at Walmart and Target.

## EDUCATION

**Hamilton College**, Clinton, NY

August 2009 - May 2019

Bachelor of Arts in Studio Art  
(Oil Painting)