

Anna B. Lee

Contact Information

Name :: Anna B. Lee
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Background

Computer Skills

Expert in Adobe Creative Suite, including Photoshop, Illustrator and InDesign; some Flash, HTML and CSS

Education

Pratt Institute,
School of Art & Design (NYC),
Communications Design,
MS coursework
01.99-06.00

Pratt Institute,
School of Professional Studies
(NYC), Graphic Design,
AOS coursework
09.98-12.98

Cornell University, College of
Arts & Sciences (Ithaca, NY),
BA in Art History
05.96

Experience

Annamatic — NYC & Seoul

Principal :: May 2005 - Present

- :: Provide branding, design & communication strategy consultation based on a deep understanding of the client's key goals, their brand strategy and their organizational structure
- :: Design corporate identities and print collateral, and extend existing brands across all media
- :: Develop information architecture, and design Web sites and graphic user interfaces, with a focus on creating simple and engaging user experiences
- :: Concept and create icons and illustrations as needed
- :: Art direct designers and production artists as needed
- :: Work with print vendors or programmers to oversee print and online production as needed.
- :: Recent clients include

Freelance Designer for Glass Canopy

Recently completed website and print design for :: digital asset management software firm **Canto**; health insurance broker **LISI**; online e-signature company **DocVerify**; network security company **LogLogic**

Freelance Designer for A Small Design Shop

Recently completed brand identity systems and website design for :: online baby blogging system **Kidmondo**; doctor search and booking engine **Healthleap** (currently in beta); vinyl and textile wholesaler **Nassimi LLC**; high quality faux leathers and vinyls brand **The Symphony Collection**

Freelance Designer for St. Vincent Catholic Medical Centers

Recently completed illustration and design work on :: logos for 3 outreach programs in the **Department of Community Medicine**; promotional brochure and poster; invitations and event programs for each Annual Benefit Dinner since 2006

Design Continuum Korea — Seoul

Senior Designer :: January 2006 - August 2006

Managed projects and resources for a team of 3 junior designers in the Brand Experience Group; art directed GUI design for **Samsung Wyz010 VoIP** internet telephone; art directed design of internal marketing projects.

Green Team Advertising — NYC

Senior Art Director :: February 2000 - April 2005

Designed logos, corporate identity systems, print ads, collateral and websites for a variety of clients, including **VisitBritain**, **Monaco Government Tourist Office**, **Raffles Resort Canouan Island**, **Visit Scotland**, **Lindblad Expeditions**, **National Geographic** and **World Wildlife Fund**; brainstormed with team members to develop concepts for ad campaigns; art directed designers and production artists; managed print production; information architecture development and website design for **G-think.com**, Green Team's online magazine and e-newsletter :: **Awards** :: Advertising Club of Westchester, 2003 big W "gold award" and "best of show" for the Sidney Kimmel Foundation for Cancer Research press kit