

CLAIRE LEE

Senior Visual Designer

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773.706.9391

Chicago, IL

EDUCATION

Ewha Womans University

B.F.A in Fine Art

SKILLS

Design Tools

Figma

Canva

Adobe Creative Cloud

Lightroom

Expertise

Event marketing

Digital design

Visual design

Art direction

AI & Emerging Tech

ChatGPT

Vibe coding

Gemini

I'm a Senior Designer who loves making design work more efficient and effective.

I build systems, streamline workflows, and keep projects moving smoothly.

Senior Designer specializing in graphic and textile design, transforming seasonal insights, trend research, and brand strategy into compelling print artwork and cross-platform visual systems.

EXPERIENCE

Prime Digital Marketing

Senior Designer | Feb 2025 – Present

- Developed graphic strategies aligned with seasonal and business goals.
- Developed print-ready artwork and A+ Content optimized through A/B testing, while creating cohesive cross-platform assets that reinforced consistent brand storytelling.
- Directed global event materials including CES booth showcases, strengthening brand presence.
- Built workflow systems bridging marketing and design teams.

Freelance design & Brand consultant

Designer | Jun 2022 – Present

- Consulted on brand strategy and visual identity, **delivering end-to-end branding solutions** including logos, websites, ad campaigns, and product pages.
- Consulted on brand strategy and visual identity, delivering end-to-end branding solutions including logos, websites, ad campaigns, and product pages.
- Designed custom print artwork, pattern-based identity elements, and color systems.

D&B International Inc.

Designer | May 2016 – Aug 2022

- Produced large-scale promotional graphics and ads, contributing to **300% growth in acquisition**.
- Directed brand strategy and identity guidelines to ensure visual consistency.
- Managed integrated digital and print campaigns in collaboration with cross-functional teams.
- Conducted market and trend research to guide seasonal directions.