



SEUNG JOO LEE

EDUCATION

B.F.A. Advertising and Branding Art Direction

Savannah College of Art & Design (SCAD)
Graduated: May 2025
GPA: 3.93
Dean's List Honors (2021-2025)
SCAD Academic Scholarship

SKILLS

LANGUAGE

English
Korean

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Figma
Miro
Adobe Firefly
Chatgpt

COMMUNICATION

Problem Solving
Public Speaking
Leadership
Collaboration
Research
Organization
Social Media Management
Customer Service

AWARDS

2026 Augusta American Advertising Awards

March 2026 - Bombas
Gold - Integrated Advertising Campaign
Gold - Art Direction - Campaign
Silver - Artificial Intelligence - Creative Elements

Outstanding Achievement Award

May 2025 - SCAD Commencement
The De Sole School of Business Innovation

SCADDY Awards 2025 - Winner

May 2025
Bombas - Best in Show, Art Direction
Finalist

Subway - Integrated Campaign
Tor Ivar Naess x The Met - Emerging Tech
Levi's - Branded Video

Young Ones Student Awards - Merit Prize

April 2025
Subway - Film & Video

GDUSA - Graphic Design USA Awards

November 2023
The Record - Branding Identity, Design

IDA 2023 - International Design Awards

January 2023
Tor Ivar Naess x The Met -
Online Advertising Design: Silver
Print Advertising: Bronze

COLLABORATION PROJECTS

Art Director & Designer - The Coca Cola Company x SCADpro

SCADpro - Savannah, GA - 2024
SCADpro solves creative and business challenges for clients by providing executive education opportunities for the study of design and creative thinking.
This project is currently under NDA since May 2024.

- Collaborate with a team of 20 designers from 15 different majors, some including: industrial design, writing and themed entertainment
- Analyze marketing tactics, find advertising opportunities, design solutions that highlight and enhance the project brief

Social Media Content Creator

Have You Eaten? - SCAD Production Film, Atlanta, GA - 2023

- Create social media content for the 2D animated short film Have You Eaten? (HYE) SCAD Animation senior project
- Edit reels, design layouts for Instagram using Adobe Illustrator and Photoshop, write social post captions to promote the kickstarter - fundraising for development of the animation and fund future events

WORK EXPERIENCE

Shift Leader, Barista - Mozart Bakery

Atlanta, GA - 2025-2026

- Maintain a consistently organized and clean workspace for efficient operations
- Deliver professional customer service, resolving complaints effectively

Club Operations Lead - SCAD Advertising Club

SCAD Savannah, GA - 2024-2025

- Handle meeting notes, manage club budget, track attendance, organize calendar
- Plan student opportunities such as guest speaker events and design festivals

Shift Leader, Bobarista - Pearl's Tea

Atlanta, GA - 2023

- Lead full-day shifts (12hr), reliably completing opening and closing procedures
- Train new employees to independently manage shifts through hands-on support

Bobarista - Gong Cha

Atlanta, GA - 2023

- Work full-day shifts (11hr), demonstrating reliability, maintaining organized space
- Handle online orders, make drinks, take phone calls

Shift Leader, Barista - Hansel & Gretel Bakery Cafe

Atlanta, GA - 2021 - 2022

- Multitask in a busy work environment: handle POS, memorize bread, make drinks, explain menu to Korean and English customers
- Manage a team of 18 employees, building a professional collaborative space

CERTIFICATIONS

LinkedIn Learning Certification - Storytelling for Advertising Campaigns

June 2024

Certification of Presentation & Communication

SCADamp (SCAD), Savannah, GA - 2021 - 2023

- SCADamp is a professional presentation studio that prepares creatives to amplify their stories through verbal, visual, and interpersonal communication.

Lextant - Certificate in Design Research and Insight Translation

June 2023 - Lextant Certificate of Completion

Adobe Photoshop - Certified Professional in Visual Design

since 2021

이력서



프로필

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학력

B.F.A. Advertising and Branding Art Direction

Savannah College of Art & Design (SCAD)
졸업: 2025년 5월
학점: 3.93
Dean's List Honors (2021-2025)
SCAD Academic Scholarship

기술 및 역량

언어
영어
한국어
프로그램
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Figma
Miro
Adobe Firefly

수상내역

2026 Augusta American Advertising Awards
2026년 3월 - Bombas
Gold - Integrated Advertising Campaign
Gold - Art Direction - Campaign
Silver - Artificial Intelligence - Creative Elements

Outstanding Achievement Award
2025년 5월 - SCAD Commencement
The De Sole School of Business Innovation

SCADDY Awards 2025 - Winner
2025년 5월
Bombas - Best in Show, Art Direction
Finalist
Subway - Integrated Campaign
Tor Ivar Naess x The Met - Emerging Tech
Levi's - Branded Video

Young Ones Student Awards - Merit Prize
2025년 4월
Subway - Film & Video

GDUSA - Graphic Design USA Awards
2023년 11월
The Record - Branding Identity, Branding Design

C2A - Creative Communication Awards
2023년 9월
Dan - Branding Identity, Branding Design

IDA 2023 - International Design Awards
2023년 1월
Tor Ivar Naess x The Met
Silver - Online Advertising Design
Bronze - Print Advertising
The Record
Silver - Print Packaging

콜라보레이션 프로젝트

SCAD Film Production - 아트디렉터
SCAD Savannah, GA - 2024-2025년

- 필름과 광고과의 콜라보레이션 작품
- 제목: Subway: It's Not Rocket Science, It's a Footlong
- 광고캠페인 기획, 촬영현장참여, 캠페인 제작, 발표, 공모제출

The Coca Cola Company x SCADpro - 아트 디렉터, 디자이너 CODE: CC_1229
SCAD Savannah, GA - 2024년

- Coca-Cola의 협업 프로젝트 제안, 리서치 분석, 광고제작, 광고기획
- 이 프로젝트는 2024년 5월부터 NDA (비밀유지계약) 적용 대상입니다.

SCAD Animation Production - 소셜미디어 콘텐츠 크리에이터 CODE: HYE_1229
SCAD Atlanta, GA - 2023년

- 애니메이션과의 졸업작품, 제목: Have You Eaten? (HYE)
- 소셜미디어 콘텐츠: 인스타그램 광고제작, 릴스 편집, 상품 광고기획

경력사항

모자르트 (Mozart Bakery) - 빵집
Atlanta, GA - 2025-2026년

- 효율적인 업무 수행을 위해 꾸준한 정리 및 정돈된 공간을 유지
- 전문적인 고객 서비스 제공, 고객 문의 및 불만 사항을 효율적으로 해결

SCAD Advertising Club - 클럽 운영 리더
SCAD Savannah, GA - 2024-2025년

- 회의목록 작성, 예산관리, 출석관리, 일정 관리 및 행사 기획
- 50명의 학생, 7명의 리더십 멤버와 함께 동아리의 체계를 잡고 학생들에게 다양한 기회를 제공하는 직무

Pearl's Tea - 밀크티점
Atlanta, GA - 2024-2025년

- 풀타임 단독근무 (12시간), 오픈팅 및 클로징 절차 신뢰성 있게 수행
- 신입 직원 트레이닝 담당, 실무 지원을 통해 독립적 근무 가능하게 지도

공차 (Gong Cha) - 밀크티점
Atlanta, GA - 2023년

- 풀타임 근무 (11시간) 수행, 신뢰성 입증, 정리정돈 유지
- 온라인 주문 관리, 음료 제조, 전화 대응

헨젤과 그레텔 (Hansel & Gretel Bakery Cafe) - 베이커리 카페
Atlanta, GA - 2021-2022년

- 바쁜 근무 환경속에서 다중 업무 수행: 포스, 빵 종류 암기, 정리 및 청소
- 18명 팀 관리, 전문적으로 협업 중심의 환경 구축, 한국어,영어 고객 응대

자격사항

LinkedIn Learning Certification - Storytelling for Advertising Campaigns
LinkedIn - 2024년 6월

Certification of Presentation & Communication
SCADamp (SCAD) - 2021-2023년

Lextant - Certificate in Design Research and Insight Translation
Lextant - 2023년 6월

Adobe Photoshop - Certified Professional in Visual Design
Adobe - 2021년