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 Premiere
Figma
Notion
Adobe Firefly
Higgsfield Ai

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

WORK EXPERIENCE

Social Media Manager - Urban Haute
Atlanta, GA - 2026-present
- Develop a cohesive brand direction and visual identity for the clothing brand, from concept to research to production
- Create an Instagram-led brand strategy using originally shot visuals to increase brand awareness and promote Urban Haute as a classic, sophisticated boutique

Brand Strategist, Social Media Coordinator - HYEJON
Atlanta, GA - 2026-present
- Build an Instagram-led marketing strategy for the fashion brand, from planning the content to concept, research, pre-post production
- Consistently communicate with the brand to develop the best art direction that meets the brand's and consumers' needs in preparation for the brand launch
- Identify casting needs and lead social media management

Social Media Manager - Mozart Bakery
Atlanta, GA - 2026
- Develop a creative content strategy for Mozart Bakery Suwanee, create bi-weekly Instagram content aligning with audience engagement goals. Lead the social content creation process, including content calendar planning,
- concept development, art direction, photography, copywriting, photo/video editing, and revisions for polished, on-brand digital executions.

Club Operations Lead - SCAD Advertising Club
SCAD Savannah, GA - 2023-2025
- Handle meeting notes, manage club budget, track attendance, organize calendar
- Plan student opportunities such as guest speaker events and design festivals
- Consistently communicate with other leadership members and mentors to provide opportunities for club members to get the best AD CLUB experience

COLLABORATION PROJECTS

Art Director & Designer - The Coca Cola Company x SCADpro
SCADpro - Savannah, GA - 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

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

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