



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

Brand Strategist, Content Creator - 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

Brand Strategist, Content Creator - CYLADY Beauty Import & Distribution

Atlanta, GA - 2026-present

- Developed a cohesive brand direction and visual identity for the brand, from concept to research to production
- Created an Instagram-led brand strategy using both original and AI-generated visuals to increase brand awareness and position CYLADY as a high-quality, sophisticated beauty supply brand

Social Media Content Creator - Mozart Bakery

Atlanta, GA - 2026-present

- 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.

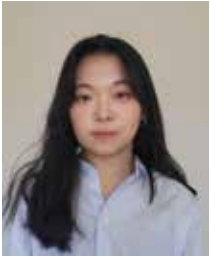
Lextant - Certificate in Design Research and Insight Translation

June 2023 - Lextant Certificate of Completion

Adobe Photoshop - Certified Professional in Visual Design

since 2021

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 Premiere

Figma

Notion

Adobe Firefly

Higgsfield Ai

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

경력사항

HYEJON - 브랜드 전략기획자, 콘텐츠 크리에이터

Atlanta, GA - 2026-present

- 패션 브랜드의 콘텐츠 기획부터 콘셉트 설정, 리서치, 제작(Pre/Post-production)까지 인스타그램 중심의 마케팅 전략 기획
- 브랜드 론칭을 대비하여 브랜드와 소비자의 니즈를 충족하는 최선의 아트 디렉션을 개발하기 위해 브랜드와의 지속적인 커뮤니케이션 진행

CYLADY Beauty Import & Distribution - 브랜드 기획자, 콘텐츠 크리에이터

Atlanta, GA - 2026-present

- 리서치부터 AI 기반 제작까지 전 과정을 담당해 일관된 브랜드 방향성과 마케팅 에셋을 구축하고 뷰티 수입 · 유통 브랜드의 비주얼 아이덴티티 형성
- 오리지널 및 AI 비주얼 기반 인스타그램 전략을 기획 · 운영하여 인지도 개선과 eBay · Amazon 내 제품 탐색을 강화하고, CYLADY의 브랜드 이미지를 고급스럽고 신뢰감 있게 구축

모차르트 (Mozart Bakery & Cafe) - 소셜미디어 콘텐츠 크리에이터

Atlanta, GA - 2025-2026년

- 모차르트 브랜드 아이덴티티와 고객 참여 목표에 맞춘 크리에이티브 콘텐츠 전략을 기획하고, 주 2회 인스타그램 콘텐츠를 제작 및 운영
- 콘텐츠 캘린더 기획부터 컨셉 개발, 촬영, 카피라이팅, 사진 · 영상 편집 및 수정 작업까지 소셜 콘텐츠 제작 전반을 총괄하여 완성도 높은 브랜드 콘텐츠 제작

SCAD Advertising Club - 동아리 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

콜라보레이션 프로젝트

SCAD Film Production - 아트디렉터

SCAD Savannah, GA - 2024-2025년

- 필름과와 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

SCAD Savannah, GA - 2024년

- Coca-Cola의 협업 프로젝트 제안, 리서치 분석, 광고제작, 광고기획
- 산업디자인, 글, 테마 엔터테인먼트 등 15개 전공 분야의 디자이너 20인과 협업하여 프로젝트 진행

SCAD Animation Production - 소셜미디어 콘텐츠 크리에이터

SCAD Atlanta, GA - 2023년

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

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