



SEUNG JOO LEE

EDUCATION

B.F.A. Advertising and Branding

Art Direction

Savannah College of Art & Design (SCAD)
Graduated: June 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

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 - Branding Identity,
Branding Design - The Record

C2A - Creative Communication Awards

September 2023 - Branding Identity,
Branding Design - Dan Branding

IDA 2023 - International Design Awards

January 2023
Night of the Northern Lights -
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

- Handle POS, pack bread, make drinks, organize and clean working space
- Customer service - answer phone calls, take orders in Korean and English

Club Operations Lead - SCAD Advertising Club

SCAD Savannah, GA - 2024-2025

- Handle note-taking at meetings, manage club budget, track attendance
- Plan student opportunities such as guest speakers and design festival

Shift Leader, Barista - Pearl's Tea

Atlanta, GA - 2023

- Lead full-day shifts (12hr), complete opening and closing tasks
- Train new incoming workers to independently handle shifts

Barista - Gong Cha

Atlanta, GA - 2023

- Work full-day shifts (11hr), develop a strong sense of responsibility
- Handle online orders, make drinks, keep space organized

Shift Leader, Barista - Hansel & Gretel Bakery Cafe

Atlanta, GA - 2021 - 2022

- Multitask in a busy work setting: pack bread, make desserts, explain menu
- Manage a team of 18 employees, build a professional work environment

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