



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

AI

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

IDA 2023 - International Design Awards

January 2023
Night of the Northern Lights -
Online Advertising Design - Silver
Print Advertising - Bronze

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

WORK EXPERIENCE

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, Themed Entertainment, Graphic Design, Motion Media and Writing
- Research brand strategies, find marketing opportunities and craft design solutions that highlight and enhance brand goals

Social Media Content Creator

Have You Eaten? - SCAD Production Film, Atlanta, GA - 2023
Have You Eaten? is a collaborated 2D animated short film for the SCAD senior project.

- Discuss objectives of advertising for thorough concept development with 3-5 leaders
- Control copywriting for Instagram post captions to promote their kickstarter - fundraising for further development of the animation and promotion in future events
- Construct graphic design layouts for Instagram using Adobe Illustrator and Photoshop

Cafe Attendant, Barista

Gong Cha, Atlanta, GA - 2023

- Manage full-day shifts, developing a strong sense of responsibility and the qualities of becoming a leader
- Handle customer complaints in a professional manner through clear & concise communication

Shift Leader, Customer Service Representative

Hansel & Gretel Bakery & Cafe, Atlanta, GA - 2021 - 2022

- Multitask in a busy work setting, memorize menus and manage a team of 18 employees to collaborate and build a comfortable work environment
- Train incoming workers to manage tasks that need to be completed before and after each shift

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

PROFESSIONAL ACTIVITIES

SCAD Advertising Club - Club Operations Lead

Manage club budget applications, take notes and recap meetings, track attendance
2024- present

AIGA (American Institute of Graphic Arts) - Member

2022 - 2024

scadCONNECTOR (Student Media Association) - Member

2023