



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.

- 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

Social Media Content Creator - Mozart Bakery

Atlanta, GA - 2026 - present

- Develop a creative content strategy for Mozart Bakery Suwanee, managing bi-weekly Instagram content aligned with brand identity and 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.

Shift Leader, Barista - Mozart Bakery

Atlanta, GA - 2025-present

- Maintain a consistently organized and clean workspace for efficient operations
- Deliver professional customer service in both Korean and English

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, Barista - 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

Shift Leader, Barista - Hansel & Gretel Bakery Cafe

Atlanta, GA - 2021 - 2022

- Multitask in a busy work environment: handle POS, memorize bread, make drinks
- 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.

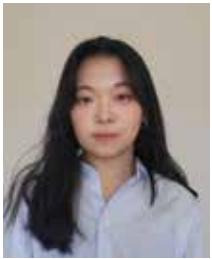
Lextant - Certificate in Design Research and Insight Translation

June 2023 - Lextant Certificate of Completion

Adobe Photoshop - Certified Professional in Visual Design

since 2021

이력서



프로필

성명: 이승주
Seung Joo Lee
연락처: 6789002925
이메일: seungjoo1229@gmail.com

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

- 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

경력사항

모자르트 (Mozart Bakery & Cafe) - 소셜미디어 콘텐츠 크리에이터

Atlanta, GA - 2025-2026년

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

모자르트 (Mozart Bakery & Cafe) - 바리스타

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 - 동아리 운영 리더

SCAD Savannah, GA - 2024-2025년

- 회의록 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 - 바리스타

Atlanta, GA - 2024-2025년

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

헨젤과 그레텔 (Hansel & Gretel Bakery Cafe) - 바리스타

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