

# SADiE SOJUNG LEE

Portfolio : [www.sadielee-design.com](http://www.sadielee-design.com)

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## EXPERIENCE

Aug 2022 - Present

### Graphic Designer

Freelance

- ☆ Developed compelling websites tailored to clients' needs, providing a strong visual presence and user experience.
- ☆ Created and showcased zines, posters, and a commissioned illustration series for sale, actively engaging with the audience and delivering high-quality, market-driven creative solutions.

May 2024 - Feb 2025

### Graphic Designer

London College of Communication, UK

- ☆ Directed the design for the MAGMD Work in Progress and Final Show 2024, managing the project from initial concept through final production to establish a creative visual identity.
- ☆ Led the visual identity and overall direction for the 8th ALWFAV series, bringing 'Refraction' to life through innovative design and managed the full production process as the production lead, ensuring flawless execution across print and digital.

Mar 2020 - Aug 2023

### Art & Design Educator

Sacred Heart Girls Middle School / SC Contemporary, KR

- ☆ Designed and conducted highly tailored art and design courses, helping students refine their skills and artistic voices.
- ☆ Taught foundational and advanced techniques in drawing, painting, typography, and art history, fostering critical thinking and creative expression.

July 2021 - July 2022

### 3D Design Studio Manager

California College of the Arts, U.S.

- ☆ Supervised and maintained a state-of-the-art studio, actively assisting students in achieving their best outcomes while ensuring a seamless workflow and enforcing safety protocols.

Mar 2017 - Sep 2019

### Graphic Designer

KNUE / KNUE TV, KR

- ☆ Designed visually impactful graduation show posters and catalogues for an art education programme, successfully attracting a large audience.
- ☆ Developed promotional materials, including posters and videos covering events and news, for KNUE TV, effectively increasing audience engagement.

## SKILLS

Print Design • Digital Design • Illustration • Animation • Editorial Design • Typography • Branding / Identity • UI/UX Design • System Design • User Research • Wireframing • Prototyping • Book Binding • Art Direction

## TOOLS

Photoshop • Illustrator • InDesign • Premiere Pro • After Effects • Blender • Canva • Figma • Procreate • Processing • Painting • Drawing

## EDUCATION

Oct 2023 - Dec 2024

### MA Graphic Media Design

University of the Arts London (LCC)

- Distinction

Jan 2021 - May 2022

### Studied Interaction Design & Computational Practice

California College of the Arts

- Faculty Honors Scholarship
- GPA: 4.07

Mar 2015 - Feb 2020

### BAEd Fine Art Education

Korea National University of Education

- Academic Excellence Scholarship
- GPA: 3.58

## AWARDS & EXHIBITION

July 2024

### What is Out of Door?

Group Exhibition at well Gallery, LCC, UK

June 2024

### RENTERS!

Group Exhibition at Safehouse 1, London

Sep 2022

### Special Recognition

An-Gyeon Art Competition, KR

Feb 2019

### Excellence prize (2nd place)

National University Teaching Performance Research Competition, KR