

# edward lee

art direction + graphic design

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**EXPERIENCE** **Blue Fountain Media** | New York, NY | May 2009–Present

## **Art Director**

*Blue Fountain Media is a results-driven website design, development and online marketing firm.*

- Managed a team of 5 designers responsible for creating all client and company website designs, wireframes, brand identities, online marketing and print collateral. Additionally, delegated tasks, oversaw deadlines, scheduled design time, led team meetings and furthered designers creative abilities.
- Responsible for creating UI wireframes showing site structure, features and functionality. Website designs were based on these wireframes.
- Assisted the sales team in determining design project timeframes and proposal estimates for clients
- Presented designs to clients for review and approval. Guided clients through all design phases of projects. Responsible for delivering final design files.
- Analyzed company design process and documented/implemented an improved design workflow.

**Arami Design** | San Carlos, CA | October 2006–May 2009

## **Flash and Web Designer**

*Arami Design is a full-service branding agency that has excelled by creating successful identities, websites, interactive media, advertising and print collateral.*

- Concepted and designed appealing visual brands for clients that were consistent across various media including identities, websites, flash, marketing collateral and more.
- Responsible for developing all XHTML/CSS/Javascript standards based cross browser/platform front-end code for all client websites.
- Created all Flash animation and Actionscript development of all client and company websites.

**MediaZone.com** | Redwood City, CA | January 2006–October 2006

## **Designer**

*MediaZone is a leading global provider of licensed video content in sports, film, TV entertainment, and more.*

- Designed websites, online marketing and Flash assets that promoted company branding across multiple channels while collaborating with Marketing, Business and Web Development departments.
- Responsible for creating various marketing collateral from inception to press check. These collateral included outdoor banners, posters, schedules, tradeshow graphics, media kits and more.

**Kollar Design Associates** | **Design Intern** | San Francisco, CA | June 2005–December 2005

**Bookspan, Inc** | **Front-End Developer** | Garden City, NY | January 2001–September 2002

**Foodservice.com** | **Website Administrator** | New York, NY | March 1999–November 2000

<b>SKILLS</b>	Photoshop	Illustrator	InDesign	QuarkXPress	Flash
	Dreamweaver	After Effects	Final Cut Pro	DVD Studio Pro	Fontlab
	BBEdit	Acrobat Pro	Bias Peak	ReCycle	Reason
	XHTML	Javascript	CSS	Actionscript	Mac and PC

**EDUCATION** **Academy of Art University** | San Francisco, CA | September 2003–December 2005

Bachelor of Fine Arts Degree in Computer Arts with an emphasis in New Media

3.6 GPA, Featured in the Academy of Art University 2004, 2005 and 2006 Spring Shows.

**Tufts University** | Cambridge, MA | September 1994–May 1998

Bachelor of Science in Chemistry, Minor in Music, Graduated summa cum laude