

Youngmin Lee

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SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Keynote
Sketch
Invision

COMPETENCIES

Brand Experience Design
Design Strategy
Branding Design
Graphic Design
Design Project Manager
Data Visualization
Keynote Design

AWARDS

Smart App Award Korea
Best Brand/shopping
Winner, 2016

Red Dot Award
communication design
grand prix, 2014

Best Art Prize
WOW Animation Festival
10th Anniversary, 2000

LANGUAGES

Korean
English
Japanese

**Design creates culture.
Culture shapes values.
Values determine the future.**

EXPERIENCE & NOTABLE WORK

WABA RESTAURANT GROUP - Sr. Brand Design Manager

Anaheim, CA | May 2020 - present

Brand Design for "Waba Grill", "Mom's Touch" and "Egg Tuck".

Creative lead for Marketing, Online services (Website, Online ordering, Portal for Franchisees, App Service), Interior Design.

AUSTRALIAN COSMECEUTICAL GROUP PTY LTD - Creative Director

Melbourne, Australia | Jan 2017 - present

Creative Director of the premium baby and family skin care products line "Allganic" based in Australia. Branding, Package design and Exhibition Design.

KORBIT USA - Head Designer

Century City, CA | May 2018 - Dec 2019

Branding, UI & Website Design for Cryptocurrency Custody Company.
Keynote Design, Data Visualization and Illustration for Documentations.

CHEIL - Senior Brand Experience Designer

Seoul, Korea | Sep 2012 - Mar 2018

Led the Creative with Ideation, concept development.

Design, 2D fabrication and supervising execution of creative.

Met clients directly as a design project manager and led global brand experience exhibitions and trading shows.

Samsung Galaxy x Marvel, Brazil, Los Angeles and Shanghai 2015

Experience design, Creative lead

E3 Gameshow - Samsung Booth, Los Angeles 2015

Creative lead, Experience design

O'slo -Icecream Shop Branding, Seoul 2014

Brand design, Space design

Kolon Global Exhibition - Inspiring journey, Beijing and Seoul 2014

Experience Strategy, Creative lead, Project Manager

CES - Samsung Booth, Las Vegas 2014-2015

Experience Strategy, Creative lead for graphic design

IFA - Samsung Booth, Berlin 2013-2015

Experience Strategy, Creative lead for graphic design

Samsung Global Shop guide, Worldwide 2014

Creative lead, Shop Identity Strategy, Guideline design and Publish

EDUCATION

HONGIK UNIVERSITY

BA, Visual Communication Design

Seoul, Korea | 1999-2005

SWINBURNE UNIVERSITY

BA, Visual Communication Design

Melbourne, Australia
2003-2004, Exchange Student

SEOUL NAT'L UNIVERSITY OF EDUCATION

MA, Early Childhood Education

Seoul, Korea | 2011-2013

GENERAL ASSEMBLY

Certified, User Experience

Los Angeles, USA | 2018

EXPERIENCE & NOTABLE WORK (continued)

Unpacked and Launching Show Samsung Galaxy Note 4 , New york 2014
Experience and Graphic design

Samsung Galaxy Camera launching Show, Paris 2013
Branding design

Unpacked Samsung Galaxy Note 3, New york 2013
Experience design, Graphic Design

NEXON - Junior - Senior Designer

Seoul, Korea | Feb 2006 - Aug 2012

Experienced as Junior designer and started to lead creative team after 3 years with corporate design strategy, game advertisement and various game marketing related creative works.

Computer Museum, Jeju 2011-2012
Concept Development, Experience design

Dotori Sopoong, Seoul 2011
Concept Development, Branding and Graphic design

The Nolja, Busan 2011
Concept Development, Experience design, Branding and Graphic design

Art x Game Exhibition - Boarderless, Seoul 2011
Branding design

Touch & Play- historical game exhibition, Jeju, Busan 2011
Experience Strategy, Creative lead, Graphic Design, Project Manager

G star - Gameshow, Busan 2006-2011
Experience Strategy, Creative lead, Project Manager

D NOTE - Junior Graphic Designer

Seoul, Korea | Feb 2004 - Jan 2006

Graphic designer for SK Telecom and Publishers
Editorial design and Illustration.

FREELANCER DESIGNER

Experienced as a freelancing designer

Artsclouds - Metaverse Exhibition
Brand Identity, Poster

PAN - Restaurant, Pangyo 2017
Brand Identity Packaging
(BI, Signage, Menu, Banners, Coaster, Uniform, Badges, DM, Web Banners)

Allganic - Premium Baby Product, Australia 2017- present
Creative Director, BI, Package, Brochure, Booth design

100C - Shopping App, Seoul 2016
Application Interface Design