



David R Lee

646.946.6252
me@davrlee.com
www.davrlee.com

I AM A CREATIVE LEADER WITH **NINE YEARS** OF EXPERIENCE DESIGNING BRANDS, CAMPAIGNS, PRODUCTS AND SERVICES FROM **D.C. ADVOCACY** TO **N.Y. ADVERTISING**. MY WORK HAS BEEN AWARDED BY **GDUSA**, AIRED ON **TIMES SQUARE**, PRESENTED AT **THE WHITE HOUSE** AND **CAPITOL HILL**, AND IMPLEMENTED FOR GLOBAL CLIENT ENGAGEMENTS.

EXPERIENCE

Senior Creative Consultant

IBM Global Services • New York, Americas, EMEA, APAC • Jan '20 - Today

Develop, pitch, and execute creative solutions with Executives, Sector Leads, Deal Coaches, Account Partners, Bid Managers, Solution Architects, Subject Matter Experts on deals totalling \$6B+ for 37 clients, engaged in 15 states and six countries.

Direct branding in coordination with cross-disciplinary project teams of designers, copywriters, developers, and consultants for 360°, end-to-end sales experiences across print, digital, mobile, and environmental touch points.

Manage timeline, production, staging with internal delivery teams and external vendors for RFPs, oral presentations, workshops, and global site visits.

Innovate visual articulation of IBM solution design across business lines.

Lead and establish team-wide animation, motion graphics, video capabilities.

Design Consultant

IBM Global Services • New York, Americas, EMEA, APAC • May '17 - Dec '19

Senior Designer, full-time contract

IBM Global Services • New York, North America • Jul '16 - Apr '17

Creative Lead, Marketing

LRN Corporation • New York, NY • Apr '15 - Mar '16

Implement global brand creative direction, advise Executive creative strategy on behalf of the Marketing team. Manage re-design of LRN.com (37 pages,) guiding daily creative syncs with stakeholders and development teams in L.A., London, and Mumbai.

Lead UI design for Partner Portal, collaborate with client teams to deliver a user-focused experience that streamlined and expanded access to content-rich media, drove up partner activity, and stimulated contract extensions.

Creative Director

Amplify Public Affairs • Washington, DC • Feb '12 - Aug '14

Design and manage autonomous brand identities for Amplify Public Affairs and Disruptive Women in Health Care. Report to CEO, collaborate with key policy stakeholders and marketing strategists. Execute visual direction on campaigns for public, private, and political clients.

Own creative brief through launch of print, digital, web and experiential campaigns for multiple client accounts. Concept and execute consumer experiences to influence public opinion, gain nationwide media coverage, achieve legislative victories, and amplify clients' success beyond what they thought possible.

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Graphic Designer • Galley Creative Group • Ellicott City, MD • 2011 - 2012

Web + GUI Designer • M.C. Dean, Inc • Sterling, VA • 2011 - 2012

360° Designer • Center for Art Design, Visual Culture • Baltimore, MD • 2008 - 2011

Photographer, Writer • Granite Tower Magazine • Seoul, Korea • 2009 - 2010

EDUCATION



Visual Arts, Graphic Design B.A.
University of Maryland Baltimore County
College of Arts, Humanities, Social Sciences
Baltimore, MD • 2007 – 2011



Business Technology Administration B.A.
University of Maryland Baltimore County
College of Engineering, Information Technology
Baltimore, MD • 2007 – 2011



Semester Abroad
Korea University
School of Business
School of Art & Design
Seoul, Korea • 2009

DISTINCTIONS

IBM Eminence & Excellence Awards (2)

Recognized in 2017 and 2019 for modeling the IBM Values; 'Dedication to every client's success', and 'Innovation that matters, for our company and for the world'.

New York, NY • 2017 + 2019

C2ER Conferences (2)

Led seminars and presentations on data visualization to policy-makers and economic researchers at C2ER's annual conferences.

Pittsburgh, PA 2014 • Portland, OR 2015

Graphic Design USA Awards (2)

Two designs produced for Naked Decor won Graphic Design USA's Product Design award.

Washington, DC • 2013 • 2014

PA&H Building Permanent Display

Two projects on permanent display at UMBC's Performing Arts and Humanities building.

Baltimore, MD • 2012

Art Director, Senior Exit Exhibition

Commissioned by UMBC faculty to design exhibition identity, with campus-wide branding in signage, print, web, TV, museum installation.

Baltimore, MD • 2011

PROFICIENCIES

After Effects	●●●●●●●●●●●●●●●●●●●●
InDesign	●●●●●●●●●●●●●●●●●●●●
Illustrator	●●●●●●●●●●●●●●●●●●●●
Photoshop	●●●●●●●●●●●●●●●●●●●●
Dreamweaver	●●●●●●●●●●●●●●●●●●●●
HTML5 / CSS3	●●●●●●●●●●●●●●●●●●●●
MS Office	●●●●●●●●●●●●●●●●●●●●
Premiere Pro	●●●●●●●●●●●●●●●●●●●●
Final Cut Pro	●●●●●●●●●●●●●●●●●●●●
WordPress	●●●●●●●●●●●●●●●●●●●●
Cinema 4D	●●●●

LANGUAGES

Mandarin 普	●●●●●●●●●●●●●●●●●●●●
Cantonese 粵	●●●●●●●●●●●●●●●●●●●●
Korean 한	●●●●●●●●●●●●●●●●●●●●

● Speaking ● Writing ● Comprehension