

# Catherine Lee

VISUAL DESIGN · BRANDING · EXPERIENCE DESIGN

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## EDUCATION

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### California College of the Arts (CCA)

San Francisco, CA, 2012 - 2014

MFA in Design (Visual Interaction Design)

### Hong Ik University

Seoul, South Korea, 2007 - 2011

BFA in Visual Communication Design (Animation, Motion Graphic, Graphic Design)

## SKILLS

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### Design

UI Design / Wireframing / Prototyping / Design Research

### Software

Adobe Creatives / Sketch / InVision / HTML&CSS (interim)  
After Effects / Keynote / Final Cut Pro

### Language

Korean / Native  
English / Fluent

## TEACHING

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### California College of the Arts · Teaching Assistant

San Francisco, CA, 2/2014 - 5/2014

Assisted Brett MacFadden in teaching Graphic Design II. Held discussions, critiques and workshops to help students develop their work and process.

### California College of the Arts · Mentor for First Year Honors Program

San Francisco, CA, 9/2013 - 5/2014

Planned and curated the exhibition "Segue-uninterrupted interpretation" with first year undergraduate students. Provided guidance for writing artist's statement and preparing first year portfolio review.

## EXPERIENCE

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### Autodesk · User Experience Visual Designer

San Francisco, CA, 5/2016 - Present

Develop UI guidelines for Subscriber Platform Group. Collaborate with IxD Designers, Engineering teams, and Business Owners to improve the Licensing, User Management, and Subscription Management experiences in Autodesk Account.

### Funding Circle · Design Consultant

San Francisco, CA, 7/2015 - 5/2016

Designed marketing and product collaterals—responsive landing pages, email templates, icons and illustrations set, and other ad hoc marketing needs.

### Lux Design SF · Designer

San Francisco, CA, 7/2014 - 1/2015

Designed various projects from website design, brand identity, video editing, to storyboard design for product overview/demo videos. Clients included: Robert Half International, Pivotal Tracker, Cogitativo, and Five 9.

### Zoo Labs · Graphic Design / Strategy Internship

Oakland, CA, 7/2013 - 10/2013

Created brand identity and collateral for Zoo Labs and its music residency program. Promotional material included: website design, newsletters, and various marketing needs.

### Frog · Graphic Design / Marketing Internship

San Francisco, CA, 2/2013 - 5/2013

Designed for print, web, presentations, and other ad hoc marketing needs. Assisted and participated projects from concept and ideation, to design and delivery.

## EXHIBITIONS / AWARDS

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### De Young Museum

San Francisco, CA, 6/2013

Participated in Dutch Design workshop at CCA with Dutch design studio "Cobbenhagen Hendriksen" Final poster was presented at "Seeing Orange: Dutch Design at CCA".

### Media Poll on Gang Nam Street

Seoul, South Korea, 12/2009

One-month video display on twenty-two Media Polls(66ft long interactive screen) on Gang Nam Street.