

# JINO LEE

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Expert designer, brand strategist & image maker with 8+ years of experiences and diverse perspectives across various fields: arts/culture, health tech, education, nonprofits, and publication.

**PORTFOLIO:** [www.jinolee.com/portfolio](http://www.jinolee.com/portfolio)

## EXPERIENCE

### **Asian Arts Initiative | Philadelphia, PA | 2016–present**

#### *Brand Director (2024–present)*

- Apply brand guidelines and visual strategies across communications touchpoints thereby amplifying compelling organizational storytelling to create strong connections with diverse audiences.
- Develop and implement design systems to streamline visual content production processes and enhance visual consistency, which has resulted in a substantial boost to brand awareness and digital presence (e.g., new brand partnerships, significantly increased social media followers/engagement, direct positive feedback from industry peers, etc.)
- Develop sub-brands to visually organize programming seasons and special projects. Create dynamic and adaptable visual assets for the sub-brands, informed by the larger brand identity and system.
- Safeguard and scale the use of brand guidelines for both internal and external implementations.
- Lead conversations with the Executive Director, board of directors, and other stakeholders to discuss the organization's vision, brand direction, design reviews, and industry trends.

#### *Marketing + Communications Manager (2021–2024)*

- Led a comprehensive website redesign project in collaboration with an external team of designers and developers, overseeing the end-to-end design process and the application of brand identity, UX/UI, audience research, inclusive design practices, leading staff training, and overseeing website launch.
- Created and managed production of digital marketing assets—social media contents, e-newsletters, web/ticketing pages—and ensured alignment with brand guidelines and design patterns.
- Led external communication strategies including the writing and deployment of press releases; coordinated media requests; and designed marketing campaigns for special initiatives.
- Provided oversight for a wide range of print projects from concept to completion, developing extensive expertise in print media design and collaborating with external vendors like printers and custom merchandise producers.
- Fostered and sustained collaborative relationships with external consultants, B2B partners, industry peers, community partners, and artists.

#### *Lead Teaching Artist + Graphic Designer (2016–2021)*

- Developed school year and summer arts curricula for Asian American and diverse middle school youth with a focus on digital media, community engagement, and youth leadership development.
- Served as the lead in-house designer for program specific print and digital collateral; created templates for annually recurring materials such as student yearbook, poster templates, and event flyers; utilized assets for program promotion and recruitment.

## **Lia Diagnostics | Philadelphia, PA | 2016–2020**

*Photographer + Image Editor*

- Built an extensive collection of image assets, including photography, videos, and digital content, that effectively communicated the brand identity of a new product for women's health.
- Contributed to the prototype design of new and variant products, resulting in recognition as an inventor on two patents.

## **Independent Design/Imaging Service | 2014–present**

*Designer + Photographer*

- Provide graphic design and digital imaging services for a diverse portfolio of clients in publication, nonprofits, schools, and individual artists.

## **KEY SKILLS**

*Advanced proficiency in:*

- Photoshop, Illustrator, InDesign
- Figma, Cloudflare, Sanity, Drupal
- Microsoft 365, Google Workspace, Basecamp, Slack

## **EDUCATION**

*Bachelor in Fine Arts (BFA) in Photography, 2010–2014*

Temple University | Philadelphia, PA