

creative *lee* designed

I am very fortunate to have found a career that I really enjoy. I love designing. I find myself going over the top on personal projects such as birthday invitations, thank you cards and photo shopping fun images for family events. I volunteer my designs for my kids' schools, my daughter's cheer team and our Girl Scout troops. At the same time, I don't mind working on basic production work. I enjoy focusing and getting into the details of a project to make sure all the information is not only correct but the correct size and spacing for visual consistency. Organizing is also something I love to do. It comes in handy when working on multiple projects from different countries with different dies and different regulations in a variety of languages.

Most recently, I have been working as a contract designer. A majority of my work has been as a package designer for PartyLite Gifts. I managed projects from start to finish. I served as a production artist, package designer and I corresponded with vendors during the proofing process. I created files for domestic and international distribution. I also worked on 3D renders for meetings and managed deadlines. To keep artwork consistent across the different brands, I organized the department by creating templates for all the various types of products and various package footprints. I also created artwork guides to help with the constant updates to the regulatory information that is shared with overseas vendors. At the same time, for other companies I have created logos, event fliers and posters, advertisements, t-shirt designs, business cards and other stationary.

Before this, I was the Senior Graphic Designer for Pacific World Corporation. I provided graphic support for all of Pacific World's brands, including Revlon, Fing'rs, Nailene and Bio-Oil. I was brought into the company to set up an in-house art department. I assisted in hiring other Graphic Designers that I trained. As a designer, I designed displays, packages, ads, retouched images, directed product photography. My other role was to be in constant communication with vendors to assure that the artwork was supplied correctly and by expected due dates. In the process of managing the department, I created an archival system for all artwork files and dies. This system could be accessed by anyone in the company, in California or otherwise.

Experience

Packaging, brand identity, art direction, labels, brochures, ads, photo shoots (fashion, beauty & skincare, product) event signage, displays & materials, stationary, catalogs, sales collateral, store displays.

Skills

Print production, package design, logo development, brand identity, typography, project management, team motivation, inspiration and positivity, art direction, client relations, communication skills, organization, creative thinking, illustrating and 3D renders.

I look forward to the opportunity to meet with you to discuss my qualifications and to learn more about the position you have available.

You can see samples of my work on my website at creativeleedesigned.yolasite.com

Thank you for your time.

Dana Lee

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dana lee



Work Experience

CreativeLee Designed

Owner/Freelance Graphic Designer

May 2010-Present

- Resola Tech product illustrations and package design
- Formulary55 package and label design
- Bisogno Company logos, stationary, ads and fliers
- Newland Elementary logos for hats and t-shirts for spirit wear and fundraising events
- Oakley Foothill Ranch office banners and fliers for company events
- Uncaged Salon & Spa ads, business cards and various marketing materials
- Epic Products, Inc. package design and production along with photo retouching

PartyLite Gifts, Inc.

May 2010-January 2025

- Package and logo designs
- Production work on packages, labels and inserts/documentation
- Created a system for all layouts to help with consistency of design and required regulations
- Organized and updated template files for various products specific to each brand depending on the country they were sold in and the vendor they were sent to
- Managed deadlines with other artists, vendors and product specialists in the US and other countries
- Worked with other outside vendors on artwork layouts by creating artwork guides and proofing their work
- Proofed of all production files with printers and vendors in the US and overseas
- Collaborated with other designers in other states to complete projects

Pacific World Corporation: Revlon, Fing'rs, Nailene, Body by Brigitte and Bio-Oil

Senior Graphic Designer

April 2005-February 2010

- Set up Art Department including an archive system of all projects and built an image catalog of newest products
- Designed all creative material including packaging, product concept, display, stickers and ad artwork
- Image retouching
- Worked with outside vendors to assure artwork meets their specifications
- Communication with operations regarding artwork price restrictions, press checks, die lines and scheduling artwork delivery
- Attended press checks
- Managed and directed photo shoots
- Responsible for training other artists and communicating artwork file delivery with freelance artists

Canon USA Western Regional Office

Associate, Graphic Specialist

October 2003-April 2005

- Design and layout of all 2005 paper packaging
- Designed retail packaging for bundled software and refurbished products
- Created product documentation found in retail packaging
- Provided internal customer support for all product photography, logos and creation of new artwork
- Designed a web based CD to support product training center with information used in customer service
- Managed outside vendors on various projects and attend press checks
- Designed and directed photo shoots