

# creative *lee* designed

## Graphic Designer

I am very fortunate to have found a career that I really enjoy. I love designing. I am a Graphic Designer with 20+ years of experience specializing in print design, brand identity and art direction. A combination of my passion for trends & design and my natural artistic ability to visualize and conceptualize, helps me strive in my career. I find myself energized by opportunities to execute design solutions that take projects to the next level. Even in my person life, I enjoy using my skills to put that extra touch on everything. From birthday invitations, holiday cards and photo shopping fun images for family events to volunteering 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 brand consistency. I am detail oriented. It has come in handy when working on multiple projects from different countries with different dies and different regulations in a variety of languages.

I am enthusiastic about fine tuning brands to reflect changing consumer tastes and consumer trends to insure a brand is current and relevant. Proven track record in managing multiple projects, creating consistent design systems, and working with international vendors. Successfully launched a comprehensive archival system at Pacific World Corporation, enhancing workflow efficiency, and created packaging templates at PartyLite Gifts, which helped streamline compliance across international markets. I bring strong project management and creative skills, ensuring high-quality design that meets client needs. Strong organizational skills and passion for creative design, with experience in both freelance and corporate environments.

With my background in visual communication and a strong portfolio showcasing diverse design skills, I believe I am a perfect fit for your team. The opportunity to create engaging designs that tell a story and resonate with audiences truly excites me. My attention to detail and ability to meet tight deadlines ensures that I deliver high-quality work consistently. I pride myself on my ability to collaborate closely with clients and team members, which I believe sets me apart from other candidates.

### *Experience*

packaging, brand identity, art direction, labels, brochures, ads, photo shoots, event signage, leaflets, stationary, catalogs, t-shirts, 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.

You can see samples of my work on my website at [CreativeLee-Designed.com](http://CreativeLee-Designed.com).

Thank you for your time.

Dana Lee

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*dana lee*



## **Employment History**

### **CreativeLee Designed**

#### **Owner/Freelance Graphic Designer**

**May 2010-Present**

- Executed comprehensive package designs and illustrations for Resola Tech products
- Partnered with Formulary55 to refine brand identity, ensuring alignment with their vision and goals
- Developed customized package designs on new products inline with brand identities for Formulary55
- Created branding materials, including logos and flyers, for Bisogno Company
- Designed logos and layout for spirit wear and banners to support Newland Elementary fundraising initiatives
- Produced promotional banners and flyers to increase attendance and participation for events hosted at Oakley Foothill Ranch
- Developed marketing materials such as advertisements and business cards for Uncaged Salon & Spa
- Oversaw package design, production, and photo retouching for Epic Products, Inc.
- Crafts tailored marketing materials for Uncaged Salon to drive clientele and customer interest
- Developed unique logos that effectively boosted client engagement, fostering cohesive brand messaging
- Led design projects from concept to completion

### **PartyLite Gifts, Inc.**

#### **Contract Designer**

**May 2010-January 2025**

- Designed packaging and logos, ensuring adherence to compliance regulations
- Production work on packages, labels and inserts/documentation adhering to brand guides fostering stronger brand loyalty
- Created a system for all layouts to help with consistency and accuracy of design and required regulations
- Proofed production files, maintaining accuracy across regions ensuring quality standards
- Managed deadlines with other artists, vendors and product specialists in the US and other countries
- Collaborated with other designers in other states to ensure successful project completion
- Developed a branding guideline that streamlined creative processes, reducing project turnaround time and improving output quality
- Troubleshooted any technical issues related to graphics or design elements within a project
- Worked with customers to present mock-ups and collect information for adjustments
- Partnered with designers across states to ensure successful project completion

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

#### **Senior Graphic Designer**

**April 2005-February 2010**

- Led art department, cataloged images, enhancing project organization and brand visibility
- Designed creative materials, boosting market engagement and sales
- Collaborated with vendors, ensuring artwork compliance and reducing rework
- Managed photo shoots, creating compelling content and strengthening brand identity
- Trained junior designers, improving team performance and fostering collaboration
- Spearheaded design initiatives that elevated brand recognition, leading to noticeable increases in customer inquiries and sales
- Created a user-friendly design template library, streamlining the creative process and enhancing brand consistency across all platforms.
- Coordinated with operations on cost constraints, press inspections, and delivery time lines.
- Supervised press checks to maintain high production standards