



# SEAN LEE

## DESIGN AND CREATIVE LEAD

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### PROFILE

Graduated in biology and worked at a gas station before devoting myself to design and creative. Using my curiosity from the sciences and my focus in human connections as a gas station attendant, I like to root my output through research and insight. I have a passion to make the world a better place through dad jokes and 90's culture references. My work can be described as a bracelet, it slaps.

## EXPERIENCE

- 12/2023 - Present **Snap Inc.**  
*Associate Creative Director, Design*  
Leading AR activations for Snap's internal AR agency. Collaborating with internal departments and external vendors, setting the design and art direction, and leading internal design and creative department for Snap's priority AR partners.
- 1/2018 - 11/2023 *Design Lead, Design Strategy*  
Lead team of designers, editors, and motion graphic/3D artists to produce a wide range of custom films and marketing collateral for Snap's business org. Worked to grow the operations of Snap's global design strategy team by curating and implementing third party vendors as well as deploy the internal team to operate autonomously.
- 8/2016 - 12/2017 *Sr Designer*  
Designed, art directed, and strategized on Snap's advertising products. Products include but are not limited to Snap sponsored video ads, Snap sponsored filters, and Snap sponsored augmented reality. Worked with a team of strategists and producers, and collaborated with brands from a variety of verticals to solve their business needs on Snap's advertising platform.
- 2/2015 - 8/2016 **Deutsch Inc.**  
*Junior Digital Designer*  
Collaborated with creative and art directors to design campaigns for clients including Taco Bell and Sprint. Projects included ta.co website redesign, taco emoji project, Sprint sports marketing, Tacobot, and was on the design team that helped win Pandora agency AOR.
- 8/2014 - 12/2014 **Art Center College of Design. Pasadena, CA**  
*Teacher's Assistant: Storyboarding 1 and Motion 1*  
Assisted students in class, and troubleshoot technical issues involved in Adobe After Effects. Led class discussions during lectures for Chris Do. Led class critiques for Kate Mrozowski.
- 5/2013 - 9/2013 **Roger.tv. Los Angeles, CA**  
*Motion Graphic Design Intern*  
Collaborated on designing pitch frames and test animations for broadcast branding. Clients included: Disney XD, Lifetime, Discovery Channel, and OWN.

## EDUCATION

- 1/2012 - 12/2014 **Art Center College of Design. Pasadena, CA**  
*Bachelor of Fine Arts in Graphic Design*  
Specialization: Motion Graphic Design, Digital Design, and Branding
- 9/2000 - 6/2005 **University of California Irvine. Irvine, CA**  
*Bachelor of Arts in Biological Sciences*

## SKILLS

*Strong working knowledge of:*  
InDesign, Illustrator, Photoshop, After Effects, Lightroom, Cinema 4D, Premiere Pro, Figma HTML, and CSS

*Familiar with:*  
Maya, Processing 2.0, Real Flow, Trapcode Suite, and Sketch

*Craft:*  
Drawing, screen printing, painting, and photography

*Language:*  
Fluent in English and  
Conversational in Spanish and Korean

*Miscellaneous:*  
Subway sandwich artist, fried chicken chef, and gas station attendant