

YEJIN LEE

Graphic Designer

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EXPERIENCE

Graphic Designer

Lotte Plaza Market, Sungwon Distributor LLC

Jessup, MD

Sep 2024 - Present

- Led the design direction for the Lotte Plaza Market website redesign as part of the internal design team, developing high-fidelity Figma mockups, refining UI/UX and content structure, consolidating team feedback, and coordinating with the IT development team at Retail & Insight, Inc. through implementation and launch.
- Manage ongoing website content, promotions, and issue resolution in coordination with developers; Google Analytics recorded a 1,700% increase in active users, 3,400% growth in new users, and an 89.7% engagement rate within the first 28 days after launch.
- Contribute to 11 weekly regional and multilingual sales flyer editions across VA/MD, NJ, and FL, with primary responsibility for Florida editions and support for other markets as needed; organize product lists, edit imagery, assemble layouts, and perform final accuracy checks.
- Design production-ready packaging and labels for private-label and food products, incorporating brand systems, product information, Nutrition Facts, barcodes, packaging specifications, and vendor revisions.
- Create in-store signage, seasonal promotions, digital displays, monthly campaigns, and brand collaboration materials across print and digital retail touchpoints.

Graphic Design Intern

Pro Sports Outlook

Remote

Aug 2022 - Mar 2023

- Created 50+ athlete-focused wall art graphics and sports content across the NFL, NBA, and MLB, combining player imagery, city landmarks, team-inspired colors, and typography into a consistent visual series.
- Researched and sourced high-resolution player photography, then edited and composited visual assets for wall art, merchandise, and related sports graphics.
- Produced quick-turnaround graphics in a fast-paced environment while researching individual teams and athletes to maintain visual relevance and consistency across assignments.

ADDITIONAL DESIGN EXPERIENCE

Volunteer Graphic Designer

One In Christ Fellowship (Student Organization)

Richmond, VA

Oct 2019 - Aug 2022

- Designed print and digital materials for events, announcements, social media, and outreach initiatives, supporting consistent visual communication across platforms.
- Produced and edited weekly service and event videos using Adobe Premiere Pro, incorporating motion graphics, audio enhancements, transitions, and visual effects.

EDUCATION

Bachelor of Fine Arts, Graphic Design

Virginia Commonwealth University

May 2023

SKILLS & SOFTWARE

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|-----------------------|-----------------------------|---------------------------------|
| • Graphic Design | • Retail & Marketing Design | • Adobe Photoshop & Illustrator |
| • Branding & Identity | • Print & Digital Design | • Figma & InDesign |
| • Packaging Design | • UI/UX & Web Design | • CorelDRAW & Premiere Pro |