



## WINNIE LEE

www.heyiamwinnie.com  
929-360-4989

### GET IN TOUCH!

linkedin.com/in/heyiamwinnie  
Instagram/heyiamwinnie  
behance.net/winnieleef

### TECHNICAL SKILLS

- Adobe Photoshop CC
- Adobe Illustrator
- Adobe InDesign CC
- Adobe XD CC
- Adobe After Effects CC
- Adobe Acrobat
- Canva
- Microsoft Office
- Basic knowledge of HTML5 & CSS
- Google AdWords

### CAPABILITIES

- Attention to detail
- Extreme organization
- Communication Skills
- Time management
- Teamwork
- Positive Attitude
- Work Ethic
- Production
- Presentation
- Design Strategy
- Languages: Spanish

## EDUCATION

---

### Digital Marketing Apprenticeship

Fall 2020, COOP, New York Region

- Receive training through +200 hours of virtual workshops in digital marketing skills within SEO, SEM, Paid Social, Google Analytics and Excel

### BTech in Communication Design- CUM LAUDE

Spring 2018

NYC College of Technology, Brooklyn, NY

## EXPERIENCE

---

### Lead Graphic Designer

November 2020 - Present

ETL Group

New York City, NY

- Produce digital content including website layouts, banners, and other web related graphics for e-commerce sites
- Provide a wide variety of design solutions under extremely tight deadlines
- Work closely with other designers, copywriters, web developers, and project management

### Graphic Design Associate

June 2020 - October 2020

GuruPeeps, INC.

New York City, NY

- Facilitate graphic design needs for websites, digital marketing and pitch decks
- Design social media advertising content for beauty, nutra, and wellness brands
- Represent the executives during daily interactions both external and internal

### Graphic Designer

November 2018 - September 2019

Lexington Plastic Surgeons

New York City, NY

- Generate concepts for cross-platform marketing efforts. (website, social, e-blasts, etc.)
- Develop, design, and order branded assets
- Assist with internal and external communications
- Engage with the creative team to research marketing trends and execute monthly social media campaigns

### Graphic Design Volunteer

January 2018 - June 2018

Brooklyn Community Services

Brooklyn, NY

- Perform multiple tasks simultaneously and work under tight deadlines
- Produce marketing assets including fliers, posters, brochures, etc
- Create organization's social media content which made an impact to serve +20,000 people through education, family, and workforce programs