Darren Lee

Interaction + Graphic Designer

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Boston, MA

WORK EXPERIENCE

Homecourt.ai / Graphic Designer

JUN 2020 - SEP 2020 / REMOTE

- Designed webpage for resources and information regarding HomeCourt's Teams product
- Redesigned presentation & one-pager shown to potential clients to better communicate information and reflect branding guidelines
- Created asset library by indentifying and categorizing 500 loose assets in the organization's Google Drive

Wunderkind (formerly BounceX) / Design Associate

JAN 2020 - APR 2020 / NEW YORK, NY

- Created responsive, web-based designs at multiple breakpoints using Wunderkind's proprietary design tool
- Devised user-centric and performance driven design solutions for top e-commerce brands
- Designed variations of multi-step workflows for A/B testing
- Adapted style to match brand & voice of different clients every day

Beckon Ice Cream / Brand Marketing Associate

JAN 2019 - JUN 2019 / ALLSTON, MA

- Conceptualized, created, scheduled, and led tracking / analysis of content for social platforms and email
- Created and assisted in optimization of paid social campaigns
- Assisted in conceptualization and execution of website rebrand
- Actively engaged with customers on digital platforms
- Executed field activity including in-store demos & local events

Sereno Group Real Estate / Marketing Intern

MAY 2018 - JUN 2018 / SARATOGA, CA

- Created portfolio booklet displaying history of listings, testimonials, accomplishments, and statistics
- Designed marketing material such as flyers and postcards
- Shot photo and video to be used as promotional content

EDUCATION

Northeastern University

AUG 2017 - JUN 2021 / BOSTON, MA

Candidate for Bachelor of Business Administration Degree

Concentration:
Major in Marketing & Design,
Minor in Computer Science

Awards & Activities:
Dean's Scholarship,
Delta Tau Delta

SKILLS

Proficient in:
Photoshop, InDesign, Figma
Lightroom, HTML, CSS

Knowledgeable in:
Illustrator, Sketch, Javascript,
XD, Premiere Pro, After Effects,
Final Cut Pro X, Logic Pro X

Languages:
Conversational Mandarin

INTERESTS

UI / UX Design
Web Design
Graphic Design
Branding
Photography & Video
Music Production
Cooking
Fashion