

# Gawon Lee

Portfolio website: [gawonlee.info](http://gawonlee.info)

703-424-1110 / Springfield, VA  
[gawonlee@outlook.com](mailto:gawonlee@outlook.com)

Visual storyteller connecting message and medium



## PROFILE

### BRAND & MARKETING DESIGNER .....

Bridging brand strategy, digital media, and campaigns.  
Experienced in print, digital production, and marketing.  
Create illustrations, infographics, and visuals with clarity.  
Build templates, style guides, and scalable brand systems.  
At DAI, designed visuals for policy, tech, and education.

Produce branded content across web, social, and email.  
Design mock-ups, layouts, and communication materials.  
Coordinate vendors, press proofs, and cross-team projects.  
Apply motion, photo, and video in cohesive brand work.  
Deliver creative, consistent, and engaging visual design.

## EDUCATION

**Master of Arts in Graphic Design** 2021  
George Mason University, Fairfax, VA

**Bachelor of Fine Arts in General Fine Arts** 2017  
Maryland Institute College of Art, Baltimore, MD

## CERTIFICATIONS

**Google UX Design Professional Certificate** 2024  
Coursera, Online

**Human-Computer Interaction for UX Design** 2024  
MIT CSAIL: CS and AI Laboratory, Online

## SKILLS

### Digital Tools

Illustrator  
Figma  
Adobe XD  
Photoshop  
InDesign  
Shopify, Wix

### UX Design

Concept Design  
Wireframes  
Mock-ups  
Usability  
Typography  
Visual Layout

### Video & Motion

Premiere Pro  
After Effects  
Camtasia  
CapCut, Kapwing  
Adobe Express  
Canva, Visme

## WORK EXPERIENCE

### INTERNATIONAL DEVELOPMENT .....

#### Visual Designer May 2022 – April 2025

DAI Global, LLC - Bethesda, MD

Worked in a brand communications team, producing digital marketing, print, reports, web design materials, creating infographics, data visuals, decks, and slides, delivering newsletters, videos and motion graphics.

#### Freelance Contract Designer Aug 2022 – Jan 2025

USAID / Remotely Contracted (via DAI)

Created custom illustrations, maps, and infographics. Designed handbooks and event graphics, including visuals for campaigns and motion-based projects.

### BEAUTY & CONSUMER GOODS .....

#### Brand Designer Nov 2019 – May 2022

Kokie Cosmetics, Inc. – Beltsville, MD

Only designer at a beauty startup, leading brand work. Communicated with client companies, planned show graphics, and managed vendors, factories, printers.

#### Junior Visual Designer Feb 2018 – Nov 2018

Absolute New York – Melville, NY

Produced campaigns and retail visuals. Designed trade show booths and events while collaborating closely with creative directors and senior designers.

#### Seasonal Designer Sep 2017 – Jan 2018

Kiss Products, Inc. – Port Washington, NY

Entry-level role supporting retail branding, gaining first professional experience in fast-paced beauty industry.

### EDUCATION SERVICES .....

#### Freelance Contract Designer Feb 2019 – Nov 2019

Columbia College – Vienna, VA

Led ESL department initiatives, producing campaigns, newsletters, web visuals, videos, and marketing work.

# Beyond Borders:

## Design Speaks



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### Identity & Brand Assets

At DAI, I built brand-consistent visual systems, developing icons, logos, layouts, and graphic elements used across multiple communications channels. I ensured alignment by defining visual direction, organizing shared assets, and maintaining clarity and consistency for every project deliverable.

### Digital Marketing & Content Design

I created cross-platform campaigns for social media and educational media, producing carousels and short motion graphics at DAI, Reels and Shorts for the beauty sector, and instructional videos in Camtasia for Columbia College's Moodle platform. As a part-time Youth Art Instructor at McLean Language Academy, I also filmed and edited student presentations for newsletters.

### Creative Illustration & Storytelling

At DAI and USAID, I worked within corporate communications teams to create data visualizations, promotional reports, and presentations that made complex information easy to understand. I also produced storytelling illustrations including custom characters and scene based visuals to support engaging message delivery.

### Retail & CMS Experience

At Kokie, as part of a startup marketing team, I participated in product development, contributing to planning, vendor communication, packaging, and retail display design. I collaborated with vendors and clients such as Rite Aid, Kroger, CVS, and Sally Beauty to ensure cohesive branding. I also supported content updates for the company's Shopify e-commerce site and Amazon listings, maintaining consistent digital presence.

### Web & UI: UX Design Thinking

At DAI, I worked with IT and HR teams on an internal dashboard website, web pages, and SharePoint department sites. I combined UX design principles with visual design, ensuring both usability and brand alignment.

### Email & ESP Performance Design

At DAI, I prototyped and deployed e-newsletters in Adobe XD and Campaign Monitor, an email automation tool, running A/B tests to improve engagement and click-through rates. In e-commerce, I collaborated with marketing teams to refine graphics based on data insights, enhancing interaction and conversions.

### Product Photography & Compositing

At Kokie, I photographed, edited, and composited product images, shooting all photos except model shots. At DAI, I handled staff profile photography and began incorporating AI tools such as Midjourney and Sora into the editing workflow.

### Print & Packaging Production

During over three years in cosmetics, I gained hands-on print expertise in editorial design, packaging, and post-print finishing across paper, wood, plastic, glass, and metal. These projects gave me a strong foundation in production requirements and vendor coordination.

### Exhibit & Spatial Design

I contributed to trade show booths, conference setups, and flagship store concepts. My work included booth-building, window graphics, in-store installations, handouts, and branded swag, each designed to create a cohesive and immersive brand experience.