



# JENNIFER LEE

Graphic and Visual Designer

## CONTACT



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jenniferalee.ca

Hello! I am a Vancouver-based graphic and visual designer with a strong focus in digital and print. I enjoy taking on design problems that push my creative skills and challenge my ability to think outside the box.

## EXPERTISE

Graphic Design	Brand Development
Print Design	Web Design
Typography	Photography

## SOFTWARE KNOWLEDGE

Adobe Illustrator	Adobe Premiere Pro
Adobe Photoshop	Adobe Acrobat
Adobe InDesign	Microsoft Office
Adobe Lightroom	HTML
Adobe After Effects	CSS

## INTERESTS



## EXPERIENCE

- 2016 - Present

**Design Lead**  
**Northern Feather Canada**

  - Design and maintain print and digital collateral for marketing, sales, email and social media.
  - Head brand development and design packaging for new products.
  - Design and curate company websites to align with company brand.
  - Photograph and edit product photography for sales and marketing material.
  - Prepare and produce files pre-press files for package design printing.
- 2015 - 2016

**Creative Director**  
**Platform Case Competition**

  - Designed layouts and graphics for print materials.
  - Created digital marketing materials for promotion.
  - Helped establish brand identity.
  - Provided photography services for event.
- 2015

**Visual Designer**  
**Absolute Software**

  - Designed layouts and graphics for print and digital materials.
  - Contributed to the redesign of the company branding guidelines.
  - Contributed to logo design for company blog.
- 2015

**Jr. Graphic Designer**  
**GB Creative Group INC**

  - Created designs for BBrand, the apparel focus of the company.
  - Created designs that are strongly typographic and visual based.

## EDUCATION

- 2010 - 2016

**Bachelors of Arts in Interactive Arts and Technology, Design Concentration**  
Simon Fraser University
- 2014 - 2016

**Undergraduate Minor of Publishing**  
Simon Fraser University