

T ◊ L

THOMAS LEE

Lead Brand Designer



(212) 456-7890



thomas.lee@gmail.com



New York, NY, United States

Education

School of Visual Arts


2008 - 2012


United States, New York, NY


American Marketing Association


Certification Date: October 2022


Skills

Brand identity and strategy 




Logo design and typography 

Adobe Illustrator and Photoshop 

Market research and competitor analysis 

Excellent client communication skills 

Hobbies

-  Travel Photography
-  Vintage Typography
-  Sustainable Design

Professional summary

Senior Brand Designer with 10+ years of experience creating impactful visual identities for global brands. Adept at brand strategy, logo design, and creating cohesive brand systems across digital and print media.

Experience

Brandify

August 2017 - Now

United States, New York, NY

Lead Brand Designer

- Develop and manage brand identities for clients, including logo design, typography, and color schemes.
- Lead brainstorming sessions and concept development, contributing to award-winning campaigns.
- Partner with marketing and content teams to ensure brand consistency across channels.

CoCreative Agency

January 2015 - July 2017

United States, New York, NY

Brand Designer

- Designed logos, brand collateral, and packaging for 30+ clients across various industries.
- Conducted competitor and market research to inform brand strategies and design decisions.

Professional Development

Advanced Typography Workshop

Type@Cooper, New York, NY, March 2021

Creative Leadership Program

Design Management Institute, New York, NY, September 2018