

# JINO LEE

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Expert art director, designer, brand strategist & image maker with 10+ years of creative services across various fields: arts/culture, health tech, education, nonprofits, sales, and publication.

**PORTFOLIO:** [www.jinolee.com/portfolio](http://www.jinolee.com/portfolio)

## EXPERIENCE

### **Asian Arts Initiative | Philadelphia, PA | 2016–present**

#### *Brand Director (2024–present)*

- Lead visual strategies and apply brand guidelines across all communications touchpoints to amplify compelling organizational storytelling that resonate with diverse audiences.
- Develop and implement design systems to streamline content production processes and craft cohesive brand experience, which has resulted in a substantial boost to brand awareness and digital presence (e.g., new brand partnerships, significantly increased social media engagement, direct positive feedback from industry peers, etc.)
- Collaborate closely with cross-functioning staff and the leadership to translate complex, multidisciplinary initiatives into engaging marketing campaigns and multimedia contents.
- Serve as a primary point of contact for media relations, including traditional press, social media, and content partnerships. Coordinate and lead press events.
- Supervise and mentor junior staff and interns as well as manage external designers and consultants to ensure high-quality, on-brand deliverables across all projects.
- Safeguard and scale the use of brand guidelines for both internal and external implementations.
- Lead conversations with the executive director, board of directors, and other stakeholders to discuss the organization's vision, brand direction, design reviews, and industry trends.

#### *Marketing Designer + Communications Manager (2021–2024)*

- Led a comprehensive website redesign project in collaboration with an external team of designers and developers, overseeing the end-to-end design process and the application of brand identity, UX/UI, audience research, inclusive design practices, staff training, and website launch campaign.
- Led external communication strategies including the writing and deployment of press releases; coordinated media requests; and managed the organization's social media accounts.
- Provided oversight for a wide range of print production from concept to completion, developing extensive expertise in print media design and collaborating with external vendors like printers and custom merchandise producers.
- Fostered and sustained collaborative relationships with a diverse range of external consultants, B2B partners, industry peers, designers, and vendors.

#### *Lead Teaching Artist + Graphic Designer (2016–2021)*

- Developed and taught after-school and summer arts curricula for diverse middle school students with a focus on digital media, book design/self-publishing, and community engagement.
- Served as the lead in-house designer for program specific printed and digital marketing materials; created templates for annually recurring materials such as season brochures, poster templates, and event flyers; utilized assets for program promotion and recruitment.

## **Lia Diagnostics | Philadelphia, PA | 2016–2020**

### *Photographer + Image Editor*

- Ideated new concepts for photography, videography, and digital contents; Built an extensive collection of image assets that effectively communicated the brand identity of a new product for women's health.
- Contributed to the prototype design of new and variant products, resulting in recognition as an inventor on two patents.

## **Morihata International | Philadelphia, PA | 2014–2016**

### *Assistant Account Manager*

- Managed over a hundred retailer clients, from small business to corporates all over the world, overseeing purchase orders, payments, and shipping processes for high-end, Japanese imported home & design products.
- Assisted in designing booths and displays for trade shows and participated in those events to build and sustain strong relationships with existing and prospective clients.

## **Independent Design/Imaging Service | 2014–present**

### *Designer + Photographer*

- Provide graphic design and digital imaging services for a diverse portfolio of clients in publication, nonprofits, schools, and individual artists.

## **KEY SKILLS**

### *Advanced proficiency and working knowledge in:*

- Photoshop, InDesign, Illustrator, Acrobat, Premier, Figma, Capcut, Blender

## **EDUCATION**

### *Bachelor in Fine Arts (BFA) in Photography, 2010–2014*

Temple University | Philadelphia, PA

## **RELEVANT PROFESSIONAL TRAININGS**

2024 Crisis Communications Workshop, *The Pew Center for Art & Heritage*

2023 Designing Leadership, *Arts+Business Council for Greater Philadelphia*

2019 Trauma-Informed Teaching Practice, *Bartol Foundation*