

# Casey Lee

DESIGNER

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## EXPERIENCE

### Designer

TMS (Previously known as The Marketing Store)

July 2022 - Present

Design promotional content layouts for T-Mobile T Life (formerly Tuesdays) app to elevate customer engagement and long-term retention through user experience design.

- Create full mock-ups of the user experience, including offer cards, landing screens and redemption flows.
- Update and utilize content libraries in Figma.
- Partner with cross functional teams to receive and review client feedback.
- Prepare production ready files to launch new content on a weekly basis.

### Designer

SUPERVOX AGENCY

January 2019 - July 2022

Created thoughtful design solutions that met user, brand, and business requirements.

- Designed visual design systems through web, digital marketing campaigns, emails, print and style direction.
- Communicated ideas and design rationale from concept through final production, both internally and in client presentations.
- Collaborated with designers, strategists, copywriters and developers from requirement definition to delivery of the final product.

### Digital Designer

BELLACOR

December 2016 - January 2019

Planned, designed and produced digital and print marketing materials to implement product marketing strategies and achieve sales objectives.

- Collaborated with project managers, strategists, writers and developers to create excellent customer experiences for desktop and mobile websites, e-mail, web content, social media.
- Led art direction, product styling and developed shot lists for product photo shoots.

### Product Designer & Lead Surface Designer

THE LINE UP

November 2015 - December 2016

Designed surface design artwork for custom dance costumes and web store products.

- Maintained customer brand standards while designing and preparing art files for garment prototyping and production.
- Coordinated with Customer Service, Product Development and Production Management teams to determine pricing, efficiency and feasibility.

## EDUCATION

University of Minnesota Twin Cities  
Graphic Design, Bachelor of Fine Arts  
Graduated May 2015

## TOOLS

Figma  
Sketch  
Adobe Creative Cloud  
Notion  
Microsoft Office

## SKILLS

Design Thinking  
User-Centered Design  
UI/UX Design  
Wireframing  
Web Design  
Email Design  
Prototyping  
Brand Identity and Style Guides  
Photography and Photo Editing  
Printing and Post-Production  
Project Management  
Budgeting and Time Management

## SPECIAL INTERESTS

Garment Sewing  
Screen Printing  
Gardening and Planter Design