

# Adrienne Lee

Brand Strategist & Designer

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## EDUCATION

### ArtCenter College of Design | 09/2023–08/2024 Pasadena, CA

Candidate for a Master of Design (MDes)  
in Brand Design and Strategy  
Coursework: Brand architecture, strategic positioning, competitive landscapes, brand innovation, systemic thinking, futurecasting, business of branding, brand writing, design research, strategy and innovation, professional development and design leadership

### Kellogg School of Management Executive | 02/23–05/23 Online

Certificate in Digital Marketing Strategies:  
Data, Automation, AI & Analytics

### Orange Coast College | 09/2012–06/2012 Costa Mesa, CA

Certificate in Graphic Design

### University of Manitoba | 09/2000–04/2005 Winnipeg, MB, Canada

Bachelor of Fine Arts–Honors in Sculpture

## CORE COMPETENCIES

Creative direction, brand positioning, brand identity development, team leadership and management, mentoring, concept creation, marketing campaigns, time and project management, strategic planning, vendor management, content marketing, digital media advertising, social media, graphic design, pre-press, production, photo and video, UI/UX, cross-functional collaboration. Experience with and understanding of AI in copy, creative work and design.

## PROGRAMS

Mac and PC platforms  
InDesign, Illustrator, Photoshop, Firefly, Word, PowerPoint, Excel, Pit-Stop Pro, Miro, Slack, Midjourney, Runway

## EXPERIENCE

### Astrophysics Inc., City of Industry, CA | 09/21–Present Graphic Design Manager

Lead the design team on projects from concept to execution of global design initiatives for Astrophysics. Deliverables include print, digital media, video production and graphics and spatial design for tradeshow. Align creative strategies with corporate objectives, contributing to the brand's market positioning and reach through trend analysis and competitive research.

### Fringe Studio, Irvine, CA | 12/18–09/21 Senior Graphic/Production Designer

Fringe Studio, is a creative design studio known for its unique range of artistically driven stationery, gifts, home décor, and pet products. Created graphic design for all product offerings. Performed pre-press on high volume of files to print with exact color, specifications, and precision. Created and worked with templates, die cutting, perforation, gold foiling, pagination, packaging, store displays, and 3D prototypes. Managed multiple projects with attention to detail, meeting tight deadlines and adhering to strict budgets. Collaborated with international team and outside global teams to help supervise and streamline the creation, production and delivery of products.

### Ivie & Associates | Fullerton, CA | 12/16–12/18 Graphic Designer/Production Artist

Ivie & Associates is a global advertising agency known for providing comprehensive marketing solutions, including strategy development, creative design and branding across diverse industries. Developed marketing campaigns, including direct mail, by strategizing and identifying relevant trends. Managed graphic design and production for all print collateral and digital media, including circulars, store signage, pop displays, merchandising graphics, logos, and social media.

### Database Marketing Group, Irvine, CA | 02/16–11/16 Graphic Designer/Production Artist

Database Marketing Group is a direct marketing agency that specializes in using technology and customer data analysis to design and implement targeted marketing strategies. Designed campaigns and pre-flighted files for clients including McDonald's, IKEA, Anthem, and Whole Foods.