

JENNA SOYOUNG LEE

Graphic/Web Designer

PROFESSIONAL SUMMARY

Versatile Team Lead & Designer with 4 years bridging creative storytelling with technical execution. With a background in Data Science, CS, and Media, I have built **50+ WordPress sites** and managed end-to-end brand identities. Currently **leading design at Maizon/Farmciti (social, print, UI/UX)**, I transform complex requirements into clean visuals using **Adobe Suite and HTML/CSS**.

WORK EXPERIENCE

Maizon Inc. & FarmCiti (Sister Companies) Feb 2021 – Present
Team Lead & Web/Visual Designer

- **Lead** creative strategy and production for digital/print assets, ensuring visual identity aligns with business goals across all channels.
- **Built** and launched **50+ WordPress sites**, utilizing Elementor and custom **HTML/CSS** to create unique, high-performance digital experiences.
- Manage end-to-end web projects, optimizing UI/UX paths to enhance user engagement and conversion rates.
- Transform raw content into visually compelling layouts for pitch decks and reports, bridging the gap between design and technical implementation.

KTO Canada & KOCCA Canada (Project) Feb 2024 – Feb 2025
Creative Lead

- Directed the visual content strategy for K-EXPO Canada, producing engaging **social media graphics** and video content.
- **Designed and built the "Encounter Real Korea" microsite**, focusing on interactive storytelling and immersive visual experiences.
- Lead visual content creation for KOCCA Canada's social media channels, designing high-engagement graphics that align with brand storytelling goals.

EDUCATION

Bachelor of Science in Data Science Expected 2026
Korea National Open University

College Diploma in Computer Science 2019 - 2021
Georgian College, Barrie, ON

Bachelor of Arts in Media and Communication 2013 - 2018
Kwangwoon University, Seoul, South Korea

TECHNICAL SKILLS

* Visual Design:

Adobe Photoshop, Illustrator,
Figma, Poster Design,
Social Media Creative
(Reels/Static)

* Web Development:

WordPress
(Expert - 50+ sites built),
Elementor, HTML5, CSS3,
React.js, Responsive Design,
Web Accessibility (AODA)

* Data & Leadership:

Team Leadership,
Project Management,
Data Visualization,
Brand Strategy,
Content Planning.

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