

NATASHIA LEE

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PROFESSIONAL EXPERIENCE

Lady Ballers Camp, Toronto

Graphic Design Intern / February 2022 - April 2022

- Helped establish and refine brand guidelines and brand assets to improve brand consistency and image
- Developed various templates for company use in the future, including presentation decks, newsletters and letterheads
- Conceptualized and created flyers and posters for promotional and social media marketing purposes

Digital Design Specialist / July 2022 - September 2022

- Created tutorials on the basics of Photoshop and Illustrator
- Educated children of various ages about Photoshop and Pixlr as part of LBC's summer camp and guided them through demonstrations to encourage them to explore its potential
- Developed appropriate lesson plans for each age group to enhance their knowledge on using digital tools for creation

Prepr, Toronto

UX Design Intern / November 2021 - December 2021

- Collaborated with a multidisciplinary team to develop a website to help small businesses in the food industry overcome challenges during the pandemic
- Conducted market and user research and created wireframes and prototypes for the site
- Designed the brand identity and other graphic assets
- Developed a comprehensive marketing strategy for product activation and user retention

Smarketed, Toronto

Graphic Design Intern / June 2021 - September 2021

- Worked with the social media intern to create content such as videos/animation and graphics for various social media platforms, including Instagram, LinkedIn, Facebook and TikTok
- Redesigned presentation decks for company use

Stark Design/PaperMade, New York

Graphic Design Intern / June 2019 - August 2019

- Designed marketing materials, such as stickers, web-based advertisements and Instagram posts
- Created designs for posters and company products
- Collaborated with another intern to create character designs and produce new merchandise for commercial purposes

Kalamansee, Hong Kong

Graphic Design Intern / June 2018 - August 2018

- Built and developed company website from initial concept to the final product using Squarespace and additional CSS
- Assisted with designing user interface of app
- Designed marketing materials, such as stickers, web-based advertisements and Facebook banners
- Created presentations, newsletters and letterhead templates for company use

EDUCATION

Parsons School of Design, The New School, New York, NY

May 2020

Communication Design,
Bachelors of Fine Arts

Canadian International School of Hong Kong

May 2016

International Baccalaureate Diploma
Ontario Secondary Diploma

CERTIFICATES/HONORS

Merit Scholarship, The New School 2016 - 2020

How to Sell Your Creative Work, Parsons Entrepreneur Academy 2022

SKILLS

- Fluent in English, Cantonese and Mandarin
- Adobe Suite: InDesign, Photoshop, Illustrator, Premiere Pro, XD, After Effects
- Sketch, Invision, Figma
- HTML, CSS, basic Javascript
- Squarespace, Wix
- Google Analytics
- MS Office: Word, Excel, Powerpoint

ACADEMIC EXPERIENCE

5BBC, New York (Collab: Branding) January - May 2019

- Worked with the 5BBC as part of a class to rebrand the organization
- Assisted in coming up with a full branding strategy and brand positioning, including social media voice and look
- Collaborated with a team to come up with a new brand design and brand guidelines, including a redesign of the 5BBC's logo, typography, color system and website
- Assisted with developing advertising material, apparel and other experiential collateral and components, such as the creation of a signature event