

Li Voon Lee



Multidisciplinary Designer & Illustrator

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Experience

Snag Web Designer

June 2024 – Present

- Maintain and evolve brand visual identity across all platforms; update brand guidelines as needed.
- Designing, prototyping, researching, and owning the development of improving UI/UX designs for both Snag website and mobile app.
- Organise and maintain the digital asset library for easy access.
- Communicate design concepts effectively to team members and stakeholders, and collaborate with other designers, content creators, and developers to ensure cohesive brand representation.
- Manage design projects from conception to delivery, ensuring projects are completed on time, within budget, and to high standards.
- Create designs for product packaging and branded merchandise, aligning with brand standards and enhancing the product experience.
- Design graphics for online use, such as website banners, email campaigns, social media posts, and digital advertisements, ensuring consistency with the brand's visual identity.
- Produce visual content for out-of-home advertising platforms such as billboards, posters, and flyers, adapting the brand's messaging for high-impact public exposure.
- Design print materials such as business cards, brochures, and reports, ensuring high-quality production and alignment with the brand's visual identity.

Achievements

- Oversee the design team and act as a final element of quality control for new branding or design campaigns.
- Manage the brand, visuals and creative endeavours of Snag.
- Developing and executing design strategies, both overall to support the Snag brand, and to bring design to life in creative projects, like a website refresh or a major campaign.
- Creation of a new assets library as an addition to Snag's core design elements.

Freelance Designer

2018 – Present

- Revised Pointer's brand design guidelines and visual language. Updated their company logo and provided additional logo versions for different usages.
- Designed and developed website designs for Dash Media that meet clients' requirements. Collaborated with clients, project managers, and developers. Participated in design reviews and provided constructive feedback to the team.

About

As a multidisciplinary designer with extensive industry experience, I bring a strong work ethic and a versatile skill set. My comprehensive understanding of the creative process allows me to confidently navigate each stage, from concept creation to final production. I am particularly passionate about web and UI design, enjoying the process of wireframing, prototyping, and creating intuitive and user-friendly designs.

Education

2020 – 2021

BA(Hons) Graphic Design
UWE Bristol, England

2016 – 2018

Diploma in Graphic & Multimedia Design
Sunway University, Malaysia

Skills

Web design, typography, illustration, grid based web layouts, mobile application interface design, brand & visual identity, print and digital, team management, design strategy development, design direction.

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Experience

MOON FEST Senior Graphic Designer

January 2024 – June 2024

- Led the creative direction by designing and maintaining the brand guidelines.
- Produced designs and communications across both print and digital channels.
- Oversaw and managed the social media channels of MOON FEST and Made on the Moon.
- Supported the Lead Producer in representing MOON FEST and Made on the Moon at tradeshow and industry events, maintaining relationships with external partners.

MOON FEST Graphic Design & Marketing Assistant

January 2023 – December 2023

- Worked in the design and marketing teams with responsibility for delivering graphics for the social media pages and digital advertising across multiple devices within deadlines.
- Analysed social media marketing trends and supported campaigns and strategies in both professional and community settings, aiming to transition to a leading role.

Torchbox Marketing & Design Executive

September 2021 – October 2022

- A hybrid role work in both marketing and design departments. Liaised with all stakeholders, ensured deadlines are met and assets are produced to the highest standard.
- Supported with CRM database cleansing and management.
- Design, creation, and analysed newsletters. Produced high quality weekly and monthly social media reports across LinkedIn, Twitter, and Instagram.

Achievements

- Led the Torchbox's re-branding project with the design team's support, added more brand guidelines and revised the company's colour palette to improve user accessibility.
- Claimed and managed Torchbox's Glassdoor and Indeed pages, wrote and proofread content, created designs like the Indeed banner, and proposed page improvements.
- Directed the Client Disclosure Report project, collaborated with departments and senior management for accuracy, managed data collection, created graphs, and handled communications with an external agency to meet requirements.

Mastar Events Graphic Designer

July – September 2020

Software

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, After Effects, Premier Pro, Adobe Creative Suite, Figma, Canva, Buffer, Hootsuite, Sprout Social, Pipedrive, Monday

References

Rachel Davies, Snag
Chief Marketing Officer
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Olly Willans, Torchbox
Founder & Creative Director
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Ben Enright, Torchbox
Head of UX Design
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