



Jacqueline Lee
Senior Graphic Designer

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Summary

Senior Designer and Retail Strategist with a strong background in graphics, art direction, merchandising, and licensing design. Experience focuses on translating brand identity and values into engaging and memorable experiences. I lead design strategy and graphics for licensing partnerships including Disney, Warner Brothers, and 150+ collegiate programs.

Experience

Senior Graphic Designer, Love Your Melon

Minneapolis, MN August 2020 — Present

- Ideation and design for licensed releases based on sales data, upcoming brand activations, storytelling, and current trends for partners including Disney, LucasFilms, Warner Brothers, Peanuts, Post, National Geographic, etc.
- Lead licensing team through product approval, testing, and designing for manufacturing constraints to streamline process
- Mainline collection development with corresponding digital assets for internal approval with executive management team, working on multiple projects simultaneously and meeting deadlines
- Act as intermediary between licensing and mainline teams to ensure a consistent graphic format across all product categories and align with overarching brand strategy

Custom Program Manager (Partnerships), Love Your Melon

Minneapolis, MN October 2018 — August 2020

- Oversee product design and act as manufacturing liaison for three programs: licensing, game night (including MLB and NHL teams), and custom partnerships
- Responding to timeline and priority changes within programs, communicating sampling timelines for projects and relevant constraints and statuses to corresponding teams
- Preliminary product concepts for pitch decks to secure strategic partnerships, and defining the design style for licensed headwear products
- Ad hoc product development projects including tags, trims, and new product extensions for patch material and design
- Mural design and installation for in-studio pop up to increase brand engagement via user-generated content and marketing

Graphic Designer, Independent Contractor

Minneapolis, MN August 2017 — October 2018

- Creative development, rendering, and execution of art installations to enhance environments for retail build-out, co-working spaces, and boutique shops
- Visual design of the digital directories and graphics for the building's leasing advertising for retail build-out
- Design of graphic elements and posters that capture brand persona for merchandise purposes
- Lead three person team through installation process, defining the scope and technique, and sourcing materials

Web Management & Design, Mill City Roasters

Minneapolis, MN December 2016—July 2017

- Edited video and created infographics with design software for training, marketing, and branding purposes
- Designed web pages using Wordpress, working with a developer to achieve high-quality usability
- Ensured consistency across websites (four total) and oversaw the translation of sales content into four languages

Education

Retail Merchandising Bachelor Of Science, University of Minnesota, Twin Cities

Minors In Management And Interdisciplinary Design

Curriculum emphasized the application of design to the retail process from its application to products and services, merchandising strategy, business solutions for fashion, distribution systems, selling spaces and life cycle

Interests

Fine Artist

Creation of 12 pieces addressing a unifying theme. Featured in the following shows:

- Black Magik Woman IV—Gamut Gallery, Minneapolis, May 2018
- NEEMA's Art-A-Whirl—Intelligent Nutrients, Minneapolis, May 2016

Skills

Retail Strategy, Art Direction, Adobe Illustrator, Photoshop, InDesign, Visual Merchandising, Shopify, Planogram Creation/Implementation, Digital Photography/Editing, Excel, Keynote, Powerpoint Wordpress, Mac Operating System, Time Management, Collaboration