

enbe lee

EXPERIENCE.

FREELANCE

ASSOCIATE CREATIVE DIRECTOR

October 2024 – Present

-Creative conceiving and art direction for high-profile pitches, including Hoka, Cobani, Under Armour, Rivian, and Fred Again.

SPRING STUDIOS

ASSOCIATE CREATIVE DIRECTOR

May 2024 – October 2024

-Directed integrated B2C campaigns, branding initiatives, and immersive experiential events for various clients in the lifestyle and luxury spaces.
-Led creative development of B2B initiatives for Spring Studios and sister company Spring Place across branding, social media, OOH and digital touchpoints
-Client worked on: LVMH, Roc Nation, The Estee Lauder Companies, YSL Beauty

SENIOR ART DIRECTOR

December 2021 – June 2024

-Oversaw creative development for multiple accounts, designing and producing impactful 360° campaigns and high-profile experiences.
-Contributed to strategic internal projects at Spring Studios and Spring Place.
-Client worked on: Keds, Louis XIII, Chase Sapphire, Spotify, Movado

YARD NYC

ART DIRECTOR

June 2020 – December 2021

-Supported creative direction and design for 360° campaigns, working collaboratively with clients and teams to deliver compelling results.
-Actively contributed to new business pitches.
-Client worked on: Wrangler, USTA, Madewell, J.Crew

JUNIOR ART DIRECTOR / DESIGNER

June 2018 – June 2020

-Supported creative ideation and design execution across various accounts, with a focus on new business pitches and integrated campaigns.
-Client worked on: Walmart Beauty, Walmart Fashion, 7 For All Mankind, John Varvatos

MILK AGENCY

JUNIOR ART DIRECTOR

March 2017 – December 2017

-Contributed to creative projects as both a designer and art director, developing innovative solutions for client campaigns and internal initiatives.
-Client worked on: Impossible Foods (Impossible Burger), Lexus Intersect, Milk Studios

DESIGN INTERN

February 2017 – March 2017

-Contributed to the design and creative process under the guidance of Creative Directors and Senior Designers.
-Supported diverse client projects and internal brand initiatives.
-Client worked on: Disney, Impossible Burger, Burton Snowboards, Milk Studios

CONTACT.

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EDUCATION.

PRATT INSTITUTE

BACHELOR OF FINE ARTS (BFA)

Design and Visual Communication
August 2013 – May 2017

BAUHAUS-UNIVERSITÄT WEIMAR

Visual Communication, Design
Semester abroad 2015 – 2016

PARSONS SCHOOL OF DESIGN

Yellowbrick Streetwear Essentials Certificate
August 2021

SOFTWARE.

After Effects
Illustrator
InDesign
Midjourney
Photoshop
Premiere

SKILLS.

Branding & Identity
Creative Direction
Experiential / Events
Film & Content
Generative AI
Graphic Design

RECREATIONAL SKILLS.

SAILING

AMERICAN SAILING ASSOCIATION MEMBER

ASA 101 - Basic Keelboat Sailing
ASA 103 - Coastal Cruising
ASA 104 - Bareboat Cruising
ASA 114 - Cruising Catamaran

AVIATION

Student Pilot

LANGUAGES.

English
Korean