

HANBEE LEE

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Creative and detail-oriented Designer with a degree in Digital Media and a focus on Motion Graphic Design. Passionate about crafting visually captivating stories that connect with audiences and strengthen brand identity. Bring a refined eye for aesthetics, a genuine appreciation for beauty and style, and an understanding of how visuals drive marketing success. Known for visual storytelling, trend awareness, and the ability to translate ideas into engaging content across digital platforms.

WORK EXPERIENCE

Beauty Event Brand Ambassador, d'Alba x Hapa Kristin Pop-Up Nov 2025

- Served as the brand's voice/storyteller at a major K-beauty event pop-up, educating guests on product features and boosting overall audience interaction.
- Supported top influencers, including **PaintedBySpencer** and **Christen Dominique**, with their live demos and networked with other beauty creators to boost brand visibility and engagement.

Event Sales Representative, LA Korean Festival Foundation Oct 2025

- Represented the brand at the event's booth by engaging with customers, sharing product details, and driving brand awareness through authentic, on-brand interactions.
- Supported the booth through interactive customer engagement and personalized product recommendations.
- Contributed to a highly successful sales outcome — sold out 100% of brand's products.

Graphic Designer, Pixio June 2023 - July 2024

- Developed compelling still images and videos for social media and e-commerce platforms to drive marketing initiatives.
- Managed communication with international partners for overseas production coordination.
- Managed website content updates and social media presence.

Freelance Motion Designer, The Dunhuang Foundation Feb 2023 - Oct 2023

- Animated motion graphics for video content ensuring visuals aligning with brand tone.
- Edited and refined video footage for the official YouTube channel, optimizing visual storytelling for audience engagement.

Brand Ambassador, Rom&nd Mar 2022 - Jan 2023

- Represented the brand to bring products, messaging, and brand image to the community.
- Create content to advertise/promote brand in social media to potential consumers.

EDUCATION

BFA in Digital Media - Motion Design
Otis College of Art and Design

Aug 2018 - May 2023

ADDITIONAL INFORMATION

Technical Skills: Canva, Capcut, Adobe Photoshop, Premiere Pro, Illustrator, After Effects,
Languages: English, Korean