



Mike Lee

CREATIVE LEADER

I'm a creative leader who loves building brands that feel as good as they look. From visual identity and UX to campaigns and in-person experiences, I bring big-picture thinking and hands-on design together to create work that creates memories.

I thrive in collaborative environments, leading teams with inspiration and empathy. The details are the story and I ensure they feel just right for my clients.

FOCUS

Creative Direction
Leadership
Branding
Experience Design
UX/UI Design

LET'S CONNECT

📍 Orange County, CA

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THE WORK

Design Manager / Capital Group August 2011 - Present

Los Angeles, CA

- Manages Design Team providing design leadership across the global organization, aligning brand expression with business objectives throughout client touchpoints.
- Serves on the Design leadership team, shaping the organization's vision, culture and creative standards while advancing design as a strategic business capability.
- Leads creative direction for Capital Group's ETF and Public-Private Investments businesses, overseeing integrated campaigns, digital experiences, video content and high-impact client events.
- Facilitates the Experience Design process, focused on solving complex business challenges using human-centered design principles and workshops.
- Collaborates closely with product, engineering, marketing and business leaders to deliver cohesive, user-centered and high-performing brand experiences.
- Provides hands-on art direction across multiple design teams, agencies and third-party vendors.

Board Member / Rise Canyon Ranch May 2019 - June 2024

Orange, CA

- Served on the Board of Directors, contributing to long-term vision, strategic planning and mission-driven decision making.
- Led the ranch's creative and brand strategy, crafting a cohesive visual identity to reflect and elevate its mission.
- Directed the design and production of all marketing and communication materials across digital, print and environmental applications.
- Developed fundraising campaigns and grant proposals that aligned with brand storytelling and strategic growth objectives.
- Oversaw content strategy and execution for social media, enhancing community engagement and donor visibility.

Interactive Designer / Direct Partners (Omnicom Group) June 2010 - August 2011

Marina Del Rey, CA

- Served as creative lead for Trojan, designing the website, email campaigns, promotional materials and key art for new products.
- Art directed interactive, print and in-store branding initiatives for Fleming's Prime Steakhouse & Wine Bar.
- Designed logos, emails and website for Sony PlayStation, aligning with brand standards and user experience goals for various video games and programs.
- Collaborated with the Chief Creative Officer on new business pitches and research development.
- Shot and edited in-house product photography used across marketing and promotional channels.

Art Director / Ogden Mustangs November 2010 - May 2022

Ogden, UT / Remote

Interactive Intern / Bemis Balkind Spring 2010

Los Angeles, CA

Design Intern / Quiksilver Inc. Spring 2008

Huntington Beach, CA



WHERE IT STARTED

University of Southern California

Los Angeles, CA

BA, Fine Arts, 2010
Minor, Communication Design, 2010