

# MIKE LEE

ART DIRECTION & DESIGN



**Senior Visual Designer / Capital Group Companies**  
August 2011 – Present

Los Angeles, CA

- Art directs the execution of Capital Group's High Net Worth brand across all channels.
- Leads Creative Exploration Group in strategizing fintech design concepts and incubating ideas.
- Designed Capital Group, American Funds, Careers and Capital Ideas websites.
- Created enterprise level UX Pattern Library and Style Guide.
- Designed iPad and iPhone apps for Capital Group's sales teams.
- Collaborates directly with business and IT partners on execution of digital presence.
- Art directs third party vendors, designers and developers.



**Art Director / Ogden Mustangs**  
November 2010 – Present

Ogden, UT

- Created logo, brand identity and creative strategy. Currently responsible for brand development, user experience, marketing materials, business materials, presentations, photography coordination and all other visual representations of the brand.



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

Marina Del Rey, CA

- Art Director for Trojan Vibrations. Designed website, email campaigns, digital advertising and new product ads.
- Art directed interactive, print and in-store branding for Fleming's Steakhouse.
- Designed Fleming's Steakhouse iPad app.
- Designed branding, email campaigns and website for Sony PlayStation Rewards program.
- Responsible for Keynote presentations for all new business endeavors.



**Interactive Intern / Bemis Balkind**  
Spring 2010

Los Angeles, CA

- Designed interactive experiences for various films and television shows.
- Designed landing pages and banner ads for various entertainment campaigns.



**Design Intern / Quiksilver Inc.**  
Spring 2008

Huntington Beach, CA

- Designed apparel graphics for Tony Hawk's Summer 2009 line.
- Produced and managed final artwork for vendor production.



**Staff Photographer / The Daily Trojan**  
October 2008 - May 2010

Los Angeles, CA

- Photographed all USC sporting events.
- Lead photographer for all USC football home games.
- Photographed university, entertainment and political events in Los Angeles county.



**University of Southern California**  
BA, Fine Arts, 2010  
Minor, Communication Design, 2010

Los Angeles, CA



**Marymount California University**  
AA, Graphic Design, 2007

Rancho Palos Verdes, CA

## Portfolio

mikeleearts.com

## Email

mike@mikeleearts.com

## LinkedIn

linkedin.com/in/mikeleearts



## Disciplines

Design Thinking  
Creative Strategy  
Art Direction  
UX / UI Design  
Visual Storytelling  
Emerging Technology  
Mobile Strategy  
Branding  
Photography



## Expertise

Sketch  
Zeplin  
Final Cut Pro  
Photoshop  
InDesign  
Illustrator  
Adobe XD  
Experience Manager  
Wordpress  
InVision  
Aperture  
iWork  
iOS / OSX / Windows  
Microsoft Office