



**Ariel Lee**

## CONTACT



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## PROFILE

I am a graphic and illustration designer with experience in exhibition board design, layout design and display design.

In addition, I am highly competent in working with handmade and digital tools in my creative process.

My professional experiences and comprehensive abilities could bring brilliant momentum to the team.

## SKILLS

### Graphic Design & Illustration Skills

Able to independently complete book layouts, flyers, and illustrations of various styles and has experience in more than 30 physical projects.

### Animation and Editing Skills

Able to complete simple 2D animation short films and short films.

### Marketing Skills

I can complete social media postings and have worked as an Instagram editor. I also have public speaking experience.

## WORK EXPERIENCE

### Visual Graphics Designer

Golden Seal Int'l Trade Fair Service Agency Corp. , | 2023 - 2025

Exhibition - 2024 Illustration Taipei

- Design exhibition panels, booth signs, signboards, etc.
- Arrangement of exhibition publications, including cover illustration, interior layout and illustrations
- Social media posts and video clips.
- Work with colleagues to implement event planning.

### Senior Visual Merchandiser

HONHUI PLAZA | 2022 - 2023

- Plan and implement visual merchandising strategy for store.

These include new campaigns ( window display, interior displays and digital displays )

### Graphic And Visual Merchandiser

Far Eastern Department Stores | 2017 - 2022

- Created visual displays to highlight new campaigns. Investigated current trends and innovative techniques to create unique displays.
- Design graphic posters, DM and digital self-media ( EDM/official website, etc. )

### Visual Designer

Brightideas | 2016 - 2017

- Used Illustrator to create broad exhibition materials for the Museum of World Religions.
- Designed the board case and leaflet for a special Fo Guang Shan Buddha Museum exhibition.
- Designed the Mascot "Yo and Ann" for ANYO Museum.
- Designed tenders for the Acadmal Historica, Science of Exploration Museum.

### Illustration Studio Intern

Zito Hsu illustration studio | 2016

- Used acrylic paint to make exhibition props.
- Used Photoshop and Illustrator to design website banners.

## EDUCATION

### Bachelor of Arts: Fine Arts

University of Taipei - Taipei City, Taiwan | 2016

## LANGUAGE

Chinese, English