



DAISY LEW

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EXPERIENCE

YARD – New York, NY

Graphic Designer | Creative Agency

October 2013 – Present

- ▶ Designed and art directed ad campaigns, brand platforms, packagings and window displays for fashion and lifestyle brands; animated brand videos.
- ▶ Clients include: Rockport, Liz Claiborne, Tumi, Apple & Eve

DAISY LEW DESIGN – New York, NY

Owner | Freelance and Consultation

2010 – Present

- ▶ Art directed, designed and animated online promotion videos; designed brand identities, packagings, and brand books; designed and developed websites.
- ▶ Clients include: Gucci, Joojos, Hee Lim

HOTHOUSE BRANDING GROUP / LF USA – New York, NY

Graphic Designer | In-House Marketing Team

March 2012 – September 2013

- ▶ Designed and art directed brand identities, packagings, lookbooks, mobile/web concepts, invite/evites and pitch materials for various fashion and home brands; designed signages for LF USA's new Empire State Building office; created web banners and UI elements for LF USA intranet.
- ▶ Clients include: Happy Chic by Jonathan Adler, Lulu by Lulu Guinness, Rachel Zoe, Rosetti, Tignanello, Vena Cava, Derek Lam for Design Nation at Kohl's, Sheex.

BARON & BARON – New York, NY

Full-time Freelance Designer | Creative Agency

August 2010 – February 2012

- ▶ Conceptualized and designed various packagings, POS displays, and advertisements for high-end fashion and beauty brands.
- ▶ Clients include: Giorgio Armani, Calvin Klein, Givenchy, Viktor & Rolf, Prada, NARS, Harry Winston, Macallan.

WE ARE PLUS – New York, NY

Design Intern | Creative Agency

February 2010 – June 2010

THE DONNA KARAN COMPANY, LLC. – New York, NY

Graphic Design Intern | International Fashion Design Company

September 2009 – December 2009

JWT – New York, NY

Integrated Production Intern | Global Advertising Agency

June 2009 – August 2009

SKILLS

- ▶ Illustrator, Photoshop, InDesign, After Effects, Dreamweaver
- ▶ HTML, CSS, Javascript/jQuery, PHP C/C++
- ▶ Final Cut Pro, Pro Tools
- ▶ FontLab
- ▶ Word, Powerpoint
- ▶ Mac/PC Platforms
- ▶ Fluent in Korean

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN – New York, NY

- ▶ Bachelor of Fine Arts, Communication Design, 2010
- ▶ Cumulative GPA of 3.77

HONGIK UNIVERSITY – Seoul, Korea

- ▶ Bachelor of Engineering, Computer Engineering, 2006

HONORS

PARSONS THE NEW SCHOOL FOR DESIGN – New York, NY

- ▶ Dean's List, 2006-2010
- ▶ Dean's Scholarship, 2006-2010
- ▶ BFA Scholarship, 2006-2010
- ▶ University Scholars Award, 2006-2010

FEATURED

Selected works featured in various design books and blogs such as: Papercraft 2 (Gestalten), High Touch (Gestalten), In Effect (Dopress), www.behance.net, ffffound.com, www.booooooom.com, www.designtaxi.com, www.okaygreat.com, www.we-ned.com, www.trendhunter.com, www.scene360.com, www.picamemag.com, www.gotopublicschool.com, www.designyoutrust.com, think.bigchief.it, www.leblogdebango.fr