



# PARKER LEE

**PORTFOLIO**  
ParkerLeeCreative.com

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## INTRODUCTION

### A Little Bit About Me

Hello there, it's so exciting to meet you! My name is Parker Lee, and I'm an award-winning creative that would love to help your brand navigate the ever-evolving world of design. Working across a multitude of industries and mediums has given me unique insights that I would love to utilize to create a measurable impact on your brand!

### A Little Bit About You

A good relationship starts with good communication. That's why I want to make sure we're the right fit for each other. I'm looking for a brand that can push me as far as I can push it, a team that I can rely on and that can rely on me, and most importantly; a place to call my creative home as we work together to be our best selves!

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## EXPERIENCE

### ParkerLeeCreative.com

Owner  
Oct. 2010 – Present  
St. Charles, IL

- Forged premium vector visual identities and logos for clients, leveraging Adobe Illustrator.
- Educated mid-size businesses on lead generation and executed high-performing campaigns.
- Utilized AI tools to identify client website weaknesses, improving them for better rankings.
- Sustained a perfect client satisfaction rate with five-star ratings across all platforms.
- Developed various client websites, from e-commerce solutions to portfolios.
- Created visually engaging videos using Adobe Premiere Pro and After Effects.

### Red Caffeine

Senior Art Director  
Jan. 2020 – Present  
Lombard, IL

- Harnessed Figma to craft user interface designs that converted site visitors to loyal customers.
- Managed Google Drive, Slides, and Docs to develop experiential client presentations and workshops.
- Developed WordPress and Umbraco sites with exceptional uptime and robust search presence.
- Designed high-CTR Google AdWords and PPC campaigns, optimizing them for maximum engagement.
- Created marketing campaigns with high conversions, utilizing automation and integrations.
- Leveraged Adobe Illustrator and InDesign for crafting visually stunning brand standards.

### Symboliq Media

Art Director  
Nov. 2018 – Dec. 2019  
St. Charles, IL

- Entrusted with the agency's entire rebranding; I handled renaming, logo, and website redesign.
- As art director, I lead a team of writers, developers, and designers to create visual excellence.
- Led estimation, forecasting, and presentations for client design proposals ensuring precision.
- Employed content creators, product photography, and stock to create converting ad campaigns.
- Managed in-house product photoshoots, performing retouches with Adobe Lightroom.
- Created high-conversion websites focusing on quality lead generation and SEO optimization.

### Gulf Business Printing

Senior Graphic Designer  
Jan. 2017 – Nov. 2018  
San Antonio, TX

- Led design and in-store marketing for two major fast-food chains, enhancing brand visibility.
- Conceived multifaceted ads: billboards, banners, landing pages, EDDM and email campaigns.
- Designed a custom-coded website enabling clients to create white-label branded products.
- Developed InDesign templates with variable data for customized restaurant art creation.
- Streamlined logistics across kitting, logistics, and design departments for better in-house efficiency.
- Created eye-catching large-format point-of-purchase experiences design to drive in store sales.



## EXPERIENCE

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### **Lost Boyz:**

Senior Graphic Designer  
Sep. 2016 – May 2019  
Chicago, IL

- Crafted meaningful designs for a non-profit leveraging baseball to aid troubled inner-city youth.
- Utilized Adobe After Effects and Adobe Premiere Pro for promotional videos for annual fundraisers.
- Developed annual reports aimed at attracting attention from charitable donors.
- Leveraged Mailchimp for newsletters, recording unprecedented engagement rates and list growth.
- Redesigned multiple team uniforms including existing team logos utilizing Adobe Illustrator.
- Organized successful Giving Tuesday campaigns, achieving record-breaking donations.

### **Econoprint / Powderkeg**

Junior Graphic Designer  
Mar. 2015 – Nov. 2016  
Wisconsin Dells, WI

- Managed yearly content, ads, and campaigns for a national fast-food brand.
- Collaborated with resorts for seasonal campaigns, optimizing tourist revenue.
- Coordinated with press team on complex print jobs using Canon, HP printers with Firey software.
- Prepared files for unique press runs including UV coatings, Pantones, die cuts, and onsite proofing.
- Maintained organized file system with PO and job numbers for easy recall of past and present work.
- Branded theme park rides, attractions, and eateries for the waterpark capital of the world.

### **Zegradog**

Junior Graphic Designer  
Sep. 2014 – Dec. 2014  
Madison, WI

- Assisted in crafting engaging user interfaces for Norwegian heritage experience kiosk.
- Developed visuals for one of the NCAA's most historic team's hall-of-fame experiences.
- Used Adobe Illustrator and Adobe InDesign for wayfinding in a multi-million dollar medical facility.
- Designed ADA-compliant, multilingual user interface map designs for a museum helpdesk kiosk.
- Created pitches, mockups, and renderings for prospective multi-million dollar client presentations.
- Ensured strict to-scale design, maintaining dimensional accuracy in all final outputs.

### **Hiebing**

Studio Intern  
May. 2014 – Aug. 2014  
Madison, WI

- Attended a semester-long internship for a premier national marketing agency.
- Designed a successful, still running lead generation campaign for a national fast-food chain.
- Employed Adobe InDesign for crafting intricate typeset layouts for complex annual reports.
- Enhanced high-resolution food photography using Adobe Photoshop, readying them for public release.
- Crafted two unique logos and brand standards for two Super PACs using Adobe Illustrator.
- Optimized file sizes for interactive lead generation games, ensuring minimal load times.

### **The Schaumburg Boomers**

Creative Ninja  
Apr. 2013 – Sep. 2013  
Schaumburg, IL

- Drove visual strategy during season-long graphic design internship for the minor league baseball team.
- Bolstered digital presence by managing and updating the team's website via WordPress.
- Part of the award-winning team recognized for creative excellence at season conclusion.
- Crafted and managed engaging content for diverse social platforms, gauging audience engagement.
- Captured marketable moments through in-game photography and editing via Adobe Lightroom.
- Created wide format scoreboard visuals for sponsored content, update, and fan engagement.

## EDUCATION

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### **The Illinois Institute Of Art**

Bachelor of the Arts Design  
Schaumburg, IL  
2013

#### **Grade Point Average: 3.8**

- Distinguished as top graduate with numerous honors in a competitive academic landscape.
- Listed on the Dean's List and Honor Roll during every semester of my attendance.
- Led and contributed to various several student groups and key campus initiatives.

### **Montello Jr / Sr Highschool**

Highschool Diploma  
Montello, WI  
2010

#### **Grade Point Average: 3.5**

- Multiple-time recipient of the prestigious Congressional Art Competition award.
- Secured scholarships from esteemed organizations, Scholastic and The Art Institutes.
- Dynamic participant in the school's art department, contributing significantly to its programs.

## CERTIFICATIONS

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### University of Michigan Certificate

Coursera Certification  
Chicago, IL  
May 2022

### User Experience Principles and Processes

- Developed advanced UX processes for exceptional product design, focusing on innovation.
- Achieved a deep comprehension of usability, desirability, adoptability, and iterative design aspects.
- Acquired expertise in UX research methods and user needs analysis by crafting user-centric solutions.

### IE Business School Certificate

Coursera Certification  
Chicago, IL  
Jul. 2022

### From Brand to Image: Creating High Impact Campaigns That Tell Brand Stories

- Honed the skill of telling engaging brand stories and utilizing the power of narratives in branding.
- Developed a solid method for brand analysis, ensuring clarity, and precision in brand identities.
- Grew proficient in presenting creative pitches and bolstering brand communication strategies.

### Google UX Design Certificate

Coursera Certification  
Chicago, IL  
Apr. 2022

### Foundations of User Experience (UX) Design

- Developed skills in creating personas, user stories, journey maps, vital to understanding UX.
- Strengthened proficiency in usability studies, crafting wireframes, and prototypes for UX design.
- Designed social good and responsive design, emphasizing accessibility and user-centered design.

### Facebook Blueprint Certificate

Online Certification  
San Antonio, TX  
May 2018

### Certified Marketing Science Professional, Community Manager, and Media Planning Professional

- Utilized resources to sharpen skills and achieve proficiency across eight distinct certifications.
- Built expertise in various domains like digital marketing, media planning, and creative strategies.
- Earned specialist badges in areas such as discovery commerce, mobile ads, ad APIs, and beyond.

## DESIGN AND MULTIMEDIA SOFTWARE

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Adobe Acrobat  
Adobe After Effects  
Adobe Animate  
Adobe Bridge  
Adobe Illustrator

Adobe InDesign  
Adobe Lightroom  
Adobe Media Encoder  
Adobe Photoshop  
Adobe Premiere Pro

Adobe XD  
AnkerMake  
Blender  
Figma  
OBS

## PRODUCTIVITY AND COLLABORATION TOOLS

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Dropbox  
FTPs  
Google Docs  
Google Drive  
Google Sheets

Google Slides  
Google Workspace  
Microsoft Excel  
Microsoft  
Powerpoint

Microsoft Teams  
Microsoft Word  
Monday.com  
Slack  
Zoom

## CORE CREATIVE AND MANAGEMENT SKILLS

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Advertising  
Art Direction  
Audience Creation  
Branding  
Budgeting  
Client Relations  
Color Theory  
Creative Writing  
File Organization

HTML/CSS  
IT Support  
Illustration  
Image Optimization  
Job Estimation  
Package Design  
Photography  
Pre-Press Checks  
Presentations

Project Management  
Proofreading  
Publication Design  
Quality Control  
Storyboarding  
Talent Acquisition  
Time Management  
Typography  
UI/UX

## DIGITAL MARKETING AND SOCIAL MEDIA PLATFORMS

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Autopilot (Ortto)  
Chat GPT  
Content Studio  
Facebook  
Google Ad Words  
Google Analytics  
Google Lighthouse  
Hootsuite  
Instagram

iStock  
LinkedIn  
Mailchimp  
Mavenlink  
Restream  
SEM Rush  
Salesforce  
Shopify  
Sprout Social

Squarespace  
Threads  
TikTok  
Twitter  
Umbraco  
Vendasta  
WooCommerce  
WordPress  
YouTube



**WORK EXAMPLES**

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