



# Jonathan Lee

Senior Branding Designer

## CONTACT INFORMATION



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LinkedIn | Portfolio



Brooklyn, NY 11201

## KEY SKILLS

- Brand strategy
- Digital and print design
- Logo design
- Typography
- Visual storytelling

## EDUCATION

- Bachelor of Fine Arts (B.F.A.) in Graphic Design**  
Pratt Institute, Brooklyn, NY | June 2015

## ABOUT ME

Experienced branding graphic designer with over eight years of experience crafting cohesive brand identities. Adept at creating logos, brand guidelines, and visual assets that resonate with target audiences. Focused on delivering memorable designs that boost brand recognition.

## PROFESSIONAL EXPERIENCE

### SENIOR BRANDING DESIGNER | BOLD VISIONS STUDIO, BROOKLYN, NY | 2018 TO PRESENT

- Developed full brand identities for 50+ clients, resulting in a 20% average increase in customer recognition
- Led a rebranding project for a tech startup, contributing to a 30% increase in online engagement
- Create brand guidelines to ensure consistency across all marketing channels

### GRAPHIC DESIGNER | FRESH CONCEPTS AGENCY, NEW YORK, NY | 2015–2018

- Designed logos and promotional materials for small businesses and nonprofits
- Collaborated with clients to align visuals with their mission and messaging

## CERTIFICATIONS

- CERTIFIED BRAND STRATEGIST | BRAND ACADEMY | 2019**