YOU MEE LEE

Brand & Campaign Designer — Global Brand Systems, Campaigns & Content

New York, NY | youmeelee.design | linkedin.com/in/youmeelee1

Brand and campaign designer with work for Chubb, UBS, and Alfa Romeo. Turns complex briefs into clear visual ideas, from US Open and Australian Open sponsorship campaigns to digital experiences. Combines concept development, hands-on craft, and reusable design systems to help global teams create consistent, polished work across markets and channels.

EXPERIENCE

Chubb New York, NY

2024 — Present

Designer, Global Marketing Communications

- Design global campaign and social assets supporting enterprise brand initiatives across LinkedIn, Instagram and other channels, including sponsorship activations for the US Open and Australian Open.
- Build scalable Figma and Adobe template systems that let regional and global teams produce consistent, on-brand content without a designer in the loop.
- Partner with brand, marketing, communications and social stakeholders to turn complex business and product topics into clear, engaging visual content.
- Defined audience personas for the **“Being”** employer-brand campaign and translated their motivations into a targeted visual and narrative framework for engineering talent.
- Create campaign concepts, static and animated assets, presentation materials and platform-specific creative adapted for global audiences.
- Maintain visual consistency across recurring formats while evolving layout, typography and hierarchy for stronger clarity and engagement.

UBS Weehawken, NJ

2022 — 2023

Digital Visual Designer, Creative Solutions — Wealth Management

- Developed the visual design language for the UBS Wealth Management US platform, producing three distinct directions built to serve a multigenerational and multicultural investor base.
- Designed social and campaign content that turned dense financial insight into clear, engaging visual stories sized for every channel.
- Delivered high-fidelity design, prototypes and production-ready assets in partnership with engineering and product teams.
- Ran user testing and folded findings back into the design, then documented the outcome as assets and guidelines other teams could apply independently.

Razorfish New York, NY

2021 — 2022

Graphic Designer — Client: Alfa Romeo

- Redesigned key pages of the Alfa Romeo site for desktop and mobile — landing, Alfa Romeo World, Loyalty Bonus, Chicago Auto Show, 404 and thank-you — treating overlooked funnel pages as brand moments.
- Produced campaign and social assets from the same key visuals, keeping one brand voice across web, advertising and social.
- Participated in every phase of the design process, from concept through production handoff.

EHE Health New York, NY

2021

Graphic Designer, Marketing

- Led branding and marketing collateral for a 360 brand campaign across every media channel — media banners, landing pages, direct mail, campaign branding and email.
- Built email and direct-mail communications with the CRM team, designed to lift conversion while speaking to two very different audiences: the HR buyer and the employee.

Global Brands Group New York, NY 2019 — 2020

Integrated Designer, Global Communications · A member of Li & Fung Group

- Executed internal corporate branding and collateral across digital and traditional media — social content, logos, annual reports, keynote decks, web banners and campaign layouts.
- Designed the International Women's Day campaign package rolled out across the organization, plus the company diversity report.
- Built trusted relationships with senior leadership and translated their creative direction into work that held to brand positioning standards.

SELECTED PROJECTS

US Open & Australian Open — Sponsorship program advertising and short-form social for Chubb's partner presence

Chubb Studio — Embedded-insurance social content series and the reusable template system behind it

"Being" — Employer-brand campaign positioning Chubb's engineering team, built from audience personas

UBS Wealth Management US — Platform design language across three directions for a multigenerational, multicultural audience

Alfa Romeo — Desktop and mobile website redesign at Razorfish — landing, loyalty, auto show, 404, thank-you

International Women's Day — Campaign packages rolled out organization-wide at Chubb and Global Brands Group

Full case studies at youmeelee.design

EDUCATION

PRATT INSTITUTE	Master of Professional Studies, Arts and Cultural Management · 2019
PARSONS SCHOOL OF DESIGN	Bachelor of Fine Arts, Illustration · 2014
DESIGNLAB	AI for Visual Design, Certificate of Completion · Oct 2026

CAPABILITIES

DESIGN	Brand systems · Campaign design · Design systems & templates · Social and content systems · Editorial and print · Art direction · Employer brand
TOOLS	Figma · Illustrator · Photoshop · InDesign · After Effects · Premiere Pro
AI & PROTOTYPING	AI-assisted design workflows — concepting, image and asset generation, rapid iteration · Prompt writing and direction for brand-consistent output · Vibe coding: building working web prototypes and interactive pages with AI coding tools
WAYS OF WORKING	Global and cross-functional teams · Brand governance · Template handoff · Stakeholder partnership
LANGUAGES	English · Korean

HONORS & SELECTED RECOGNITION

FILM	Illustrator, set design — *Song One* (Song One Production Inc., starring Anne Hathaway)
AWARD	CMYK Top 100 Creative 54 — CMYK Magazine
EXHIBITION	Top 10 Art Exhibition in NY, audience choice — ISE Cultural Foundation
AWARD	Special Recognition, Animal Art Competition
DEVELOPMENT	Strategic Marketing · Managing Innovation and Change