

CHRISTINA LEE

Senior Digital Designer

lee.y.christina@gmail.com | (408) 780-4364 | christinaylee.com

SUMMARY

Senior designer with a background spanning marketing and production design systems at scale and a growing focus on UI motion and interaction. Experience includes leading component libraries, QC, and cross-team documentation for a confidential Cupertino client and animating marketing and UI assets in After Effects. Comfortable moving between systems thinking and visual craft while deepening motion practice and engineering-facing systems work, including token architecture, through self-directed projects.

SKILLS

Design Systems

Component Libraries, Variant/Asset Management, Documentation Standards, Cross-Team Consistency, QC & Governance

Motion

After Effects, Premiere, Lottie, UI Animation, Interaction Design

Design & Illustration

Photoshop, Illustrator, InDesign, Typography, Layout, Hierarchy, Image Manipulation, Color Correction

UI/UX

Figma, Wireframing, Prototyping

Web

HTML, CSS

EDUCATION

University of Southern California
B.A., Art and Design
AUG 2011 - MAY 2015

EXPERIENCE

Lead Production Designer

HOGARTH WORLDWIDE, JAN 2020 - JUN 2026

- Owned a component library with about 20 core UI pieces as well as full screen templates supporting thousands of downstream assets across 5 product functions
- Audited system usage annually ahead of each rebuild, cutting a ~50-variant component down to ~14 based on direct feedback, improving adoption and reducing maintenance overhead
- Built searchable documentation and metadata for the asset library, reducing dependence on ad hoc requests
- Served as QC authority for a team of 10, catching consistency drift and communicating upstream design changes in real time to keep the team aligned
- Mentored and trained 6 designers on system standards and workflows

Freelance Graphic Designer

KIWI CO., OCT 2017 - DEC 2020

- Sole designer on brand refresh of print collateral across 20+ product SKUs, realigning all materials with updated brand guidelines and templates
- Delivered recurring design updates against monthly subscription deadlines, managing multiple concurrent projects independently

Digital Web Designer

GAIA INTERACTIVE, AUG 2017 - OCT 2019

- Designed web and marketing assets, including animated banners and illustrations, adapting visual style across campaigns to align with evolving audience trends
- Collaborated directly with developers and stakeholders to translate design specs into implemented web pages