

# BINNA LEE

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## CONTACT

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I work as a designer, creative technologist, illustrator, design instructor based in New York. I care about the relationship between environment, technology, and human in macro and micro. I mainly pursue positive design which facilitates people to flourish as individuals and communities to apply to education and personal projects.

## SERVICE

Art and design direction  
Digital product design  
Product design  
Visual identity  
Brand development  
Data visualization  
Editorial design  
Illustration  
Mural design

## EDUCATION

### **PARSONS, MFA DESIGN & TECHNOLOGY**

FALL 2015 - Estimated graduation MAY 2018

Relevant courses: Creative Computing Lab, Typography and Visual Design, Computational Craft, and Designing Consciousness

### **HONGIK UNIVERSITY, BFA PRODUCT DESIGN**

2002 - 2007

Relevant courses: Digital Communication design, Furniture Design, Interaction Design, and R&D (research and development)

## EMPLOYMENT

### **ASHCAN ART STUDIO**

Graphic Design Instructor

June 2016, Manhattan and Littleneck, New York

### **FREELANCE DESIGNER**

2008 - Present, New York

Work includes brand identity design, product design, UI/UX, illustration, visual design, editorial design, brand development, mural design, photography

### **GREENSUM ARTS INSTITUTION**

A Vice-Director

February 2006 - February 2011, Seoul, Korea

: Taught in intensive classes for aspiring artists and design students to apply to national and international with painting, drawing, modeling, and creative ideation and concept development skills.

: Worked in planning curriculums, school research and consultation, documentation of student progress.

## TECHNICAL SKILLS

Design thinking  
Concept development  
Creative art direction  
Design research & development  
Prototyping  
Arduino  
UI/UX  
HTML / CSS  
Painting / Drawing  
Photography  
Typography  
Lettering design  
Sketch  
Illustrator  
Indesign  
Photoshop

## **KEAGNAM ENTERPRISE, LTD**

Interior Design Director

October 2009 – March 2010, Seoul, Korea

Worked in environment and interior design for Singil elementary school in Ansan, Korea. This position included design direction, concept development, illustration, painting, digital fabrication (3D modeling through CNC machine, Computer Numeric Control and big paintings (mural design)).

## **MARRON: Online Store for Women**

Co-founder and Designer

March 2005 – June 2007, Seoul, Korea

Worked in web design, brand identity and marketing, photography, UX/UI, research and development in markets and users

## **HONORS & PRIZES**

- Winner of an Author Reward-Runner Up–Instructables 2016
- The Dean’s Merit Scholarship–Parsons The New School 2015
- The First Prize in Fine Arts Talent Competition–Hongik University 2001

## **ACTIVITIES**

- NYC Media Lab–Demo Expo 2016 Candidate  
: Exhibited "I Feel Many Things During the Day" as a creative technology project
- Cooperation Project with KIA and Hongik University 2006  
: Concept car design for interior, research and development, 3D modeling, and sketch  
Our team gained this chance as a winner through a competition between universities in Korea