

enbe lee

EXPERIENCE.

FREELANCE

ASSOCIATE CREATIVE DIRECTOR

October 2024 – Present

- Led the creative direction and brand development for the startup marketing agency, Planet Forward.
- Freelance Associate Creative Director within the Planet Forward Collective, contributing to strategic and visual storytelling initiatives.

SPRING STUDIOS

ASSOCIATE CREATIVE DIRECTOR

May 2024 – October 2024

- Directed integrated B2C campaigns, branding initiatives, and immersive experiential events for various clients in the lifestyle and luxury spaces.
- Led creative development of B2B initiatives for Spring Studios and sister company Spring Place across branding, social media, OOH and digital touchpoints
- Client worked on: LVMH, Roc Nation, The Estee Lauder Companies, YSL Beauty

SENIOR ART DIRECTOR

December 2021 – June 2024

- Oversaw creative development for multiple accounts, designing and producing impactful 360° campaigns and high-profile experiences.
- Contributed to strategic internal projects at Spring Studios and Spring Place.
- Client worked on: Keds, Louis XIII, Chase Sapphire, Spotify, Movado

YARD NYC

ART DIRECTOR

June 2020 – December 2021

- Supported creative direction and design for 360° campaigns, working collaboratively with clients and teams to deliver compelling results.
- Actively contributed to new business pitches.
- Client worked on: Wrangler, USTA, Madewell, J.Crew

JUNIOR ART DIRECTOR / DESIGNER

June 2018 – June 2020

- Supported creative ideation and design execution across various accounts, with a focus on new business pitches and integrated campaigns.
- Client worked on: Walmart Beauty, Walmart Fashion, 7 For All Mankind, John Varvatos

MILK AGENCY

JUNIOR ART DIRECTOR

March 2017 – December 2017

- Contributed to creative projects as both a designer and art director, developing innovative solutions for client campaigns and internal initiatives.
- Client worked on: Impossible Foods (Impossible Burger), Lexus Intersect, Milk Studios

DESIGN INTERN

February 2017 – March 2017

- Contributed to the design and creative process under the guidance of Creative Directors and Senior Designers.
- Supported diverse client projects and internal brand initiatives.
- Client worked on: Disney, Impossible Burger, Burton Snowboards, Milk Studios

CONTACT.

enbe.lee@gmail.com
+1 847 890 2249

EDUCATION.

PRATT INSTITUTE

BACHELOR OF FINE ARTS (BFA)

Design and Visual Communication
August 2013 – May 2017

BAUHAUS-UNIVERSITÄT WEIMAR

Visual Communication, Design
Semester abroad 2015 – 2016

PARSONS SCHOOL OF DESIGN

Yellowbrick Streetwear Essentials Certificate
August 2021

SOFTWARE.

After Effects
Illustrator
InDesign
Midjourney
Photoshop
Premiere

SKILLS.

Branding & Identity
Creative Direction
Experiential / Events
Film & Content
Generative AI
Graphic Design

RECREATIONAL SKILLS.

SAILING

AMERICAN SAILING ASSOCIATION MEMBER

ASA 101 - Basic Keelboat Sailing
ASA 103 - Coastal Cruising
ASA 104 - Bareboat Cruising
ASA 114 - Cruising Catamaran

AVIATION

Student Pilot

LANGUAGES.

English
Korean