

YOU MEE LEE

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

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I am a brand and campaign designer in New York with seven years across insurance, wealth management, healthcare, automotive and global retail. I design brand systems, global campaigns, editorial and digital work — campaign toolkits, template libraries, social frameworks, brand guidelines — built so a brand still looks like itself whichever team, market or channel produces it. Equally at home in a campaign key visual, a 60-page annual report, and a template set a hundred people will use without me in the room. I build AI into how the work gets made — concepting, asset generation, iteration — and prototype in code with AI tools.

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.

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 work.youmeelee.design](http://work.youmeelee.design)

EDUCATION

PRATT INSTITUTE Master of Professional Studies, Arts and Cultural Management • 2019

PARSONS SCHOOL OF DESIGN Bachelor of Fine Arts, Illustration • 2014

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 — <i>Song One</i> (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