

SAMSON LEE

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EDUCATION

Digital Animation Certificate Program

San Francisco State University – College of Extended Learning, San Francisco, CA

Expected, December 2013

- Relevant Coursework: Character Animation, Body Mechanics, Animation Story Workshop, Drawing for Digital Animation, Bringing Digital Alive

Bachelor of Arts, Media Studies, Digital Arts Concentration

State University of New York at Buffalo, Buffalo, NY

Graduated May 2002

SKILLS

- Photoshop
- Illustrator
- Flash
- After Effects
- HTML
- CSS
- Javascript
- Maya

WORK EXPERIENCE

Samson Lee Web and Graphic Design, San Francisco, CA

Owner and Senior Designer, December 2005 – Present

- Conceptualize and refine identity, logos and branding for a variety of clients
- Design, code, optimize and manage custom websites and pages
- Strategy consulting for marketing and social media campaigns

Ardis Health, New York, NY

Web Production Manager, July 2008 – May 2010

- Collaborated with design team in converting static mockups into fully functional product microsites
- Worked with marketing team to localize US sites for French, German, Spanish and UK markets
- Effectively managed multiple projects under tight deadlines with minimal supervision

SilverCarrot, Inc., New York, NY

Web and Graphic Designer, February 2003 – October 2005

- Worked closely with marketing managers and clients to meet aggressive acquisition goals
- Optimized assets to increase click-through rates through innovative design ideas
- Conceptualized and executed ad units for clients including Gillette, Sony, and Burger King

National Asian American Student Conference (NAASCon), New York, NY

Co-founder; Tech/Design Committee Chair. November 2001 – November 2004

- Designed and maintained all aspects of NAASCon.org website
- Collaborated with editorial team to promote political awareness through website content
- Organized annual NAASCon event to promote communication and support within the academic community

Community Connect Inc., New York, NY

Design Intern. June 2001 – August 2001

- Worked with content team to design relevant and appropriate images for feature articles
- Designed homepage feature graphics and teaser images on a daily basis
- Formatted articles, including graphics, stylized headers, and text into HTML