



Cyd Lee

Graphic Designer

⌘ (323) 479 0470 ⌘ Cyd.L.Design@gmail.com ⌘
<https://cydesign92.wixsite.com/artportfolio>

⌘Summary⌘

Graphic designer of 8+ years with a well rounded experience working in marketing, video games, social media and printing . Expert in Adobe Suite, specializing in Photoshop, Illustrator, and After Effects. Skilled in creating illustrations, animation, printing and handling tight deadlines. Worked with top brands like Sanrio, Apple, and Amazon, delivering high-impact visual solutions.

⌘Skills⌘

Programs: Photoshop, Illustrator, After Effects, Procreate, Zbrush, Maya

Hard Skills: Graphic Design, Illustration, Vector Art, Photography, Photo Editing, Video Editing, Animation, Motion Graphics

Soft Skills: Management, Working with various Licensee's, Efficiency in meeting deadlines, Problem Solving, Quick learner

Project Management Programs: Basecamp, Trello, Asana

⌘Credits⌘

Hello Kitty Island Adventure	Digital & Brand Consultant
Supercute Adventures (Season 1-6)	Executive Producer
My Hello Kitty Cafe (Roblox)	Producer
Super-Style (Amazon)	Producer

⌘Education⌘

B.A. in Digital Arts	2012
The Los Angeles Film School	

⌘Languages⌘

English	Native
Spanish	Proficient

⌘Experience⌘

⌘ Animate North America ⌘ Graphic Designer

2023 - Current

- ⌘ Create graphics for websites, social media, flyers, store banners and promotional materials.
- ⌘ Produce video content, including concept creation and motion graphics for promotions.
- ⌘ Develop graphics for licensee partners, ensuring brand guideline adherence.
- ⌘ Manage social media content scheduling and propose new ideas for the anime fan demographic.

⌘ Sanrio Inc. ⌘ Lead Digital Designer

2019 - 2023

- ⌘ Supervised a team of artists and acted as the primary liaison for external partners, ensuring timely completion of all projects and managing all communications.
- ⌘ Ensured brand integrity by adapting Sanrio's traditional product designs into digital media formats, including creating graphics for video games, social media and animations.
- ⌘ Served as executive producer, overseeing the production process from script to final animation and led storyboard reviews to ensure brand consistency and provide art feedback.
- ⌘ Created graphics for social media, in-person events, and packaging design.

⌘ 3BlackDot ⌘ Graphic Designer/Concept Artist

2017 - 2019

- ⌘ Collaborated with Twitch and YouTube influencers to develop their brand through art.
- ⌘ Created artwork for Hardline and Softline products.
- ⌘ Produced concept art and 3D art for video games.

⌘ GotPrint ⌘ Digital Printing Operator

2014 - 2017

- ⌘ Ensured design accuracy, checking for bleeding, cut-offs, and other errors.
- ⌘ Determined die-cut requirements, die sizes, and appropriate paper selection for various products.
- ⌘ Provided creative solutions to production challenges.

⌘ Daiso Japan ⌘ Graphic Designer

2013 - 2014

- ⌘ Photograph products for marketing materials.
- ⌘ Retouch product images using Photoshop.
- ⌘ Design point-of-purchase displays (POPs).
- ⌘ Create illustrations and graphics for store graphics, banners, and flyers.