

+65 85238032

seungyeon030112@gmail.com

<https://leeseungyeon.myportfolio.com>

Lee

Seungyeon

Brand Designer / UI,UX Designer



I am a designer who enhances brand identity through visual storytelling. Specializing in graphic design, creative concept development, and brand identity building, I craft compelling design solutions that facilitate effective communication. I believe that design is more than just visual elements—it is a powerful medium for conveying a brand's values and essence.

Background

- BOL Gallery Design Intern (May – Oct 2025)
 - o Exhibition marketing & graphic design
 - o Instructor, B.art (BOL Gallery's affiliated academy)
- Studying Design for Communication and Experiences at Lasalle College of the Arts (2023 -)

Languages

- Korean (Native)
- English (Intermediate)
- Chinese (Conversational)

Skills

- Graphic Design
- Branding
- UI/UX
- Editing



Experience

D&AD New Blood Awards Entry

Graphic Designer | 2026

- Participated in D&AD New Blood Awards, responding to the Monotype × Penguin Random House brief by ideating and developing a concept collaboratively with team members.
- Produced a project presentation video and written script communicating the design rationale and creative direction of the proposed solution.
- Designed an app UI tailored to the brief, translating the team's concept into a cohesive and functional visual experience.
- Developed branding and visual identity elements, ensuring a consistent aesthetic across all deliverables.

The Living Archive

— Singapore Botanic Gardens Herbarium 150th Anniversary

Graphic Designer | 2025

- Developed a visual identity campaign for the Singapore Botanic Gardens Herbarium's 150th anniversary, centered on the concept of preservation and renewal.
- Designed botanical motifs and typography posters that translated preserved plant specimens into a contemporary visual language blending watercolor diffusion and glass-like aesthetics.
- Extended the campaign across environmental applications including outdoor posters and digital formats.

Pokepic Healthy Food App Design

UI/UX Designer | 2024

- Designed a dedicated food app for poke and salad lovers, targeting health-conscious users including vegetarians and those on a diet.
- Developed user-friendly wireframes and task flows to enhance intuitive navigation and simplify the food ordering process.
- Created a cohesive visual identity that aligned with the brand's fresh and minimal aesthetic.