

LINA LEE

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PROFILE

- Graphic Designer with experience in digital marketing, branding, and social media content creation.
- Skilled in Adobe Creative Suite, Canva, and Figma, with experience in social media management and visual storytelling.
- Collaborative communicator focused on creating engaging, user-centered designs.

RELEVANT WORK EXPERIENCE

Marketing & Sales Intern | Vancouver Fashion Week (Vancouver, BC) Dec 2025 - May 2026

Vancouver Fashion Week is an international fashion platform showcasing emerging and established designers from around the world.

- Managed and created visual content for VFW and VKFW social media platforms (Instagram), enhancing brand presence and audience engagement.
- Designed promotional graphics and digital assets aligned with brand identity for event marketing campaigns.
- Assisted with marketing activities for fashion events and promotional campaigns.
- Collaborated with team members to develop content strategies that increased visibility and interaction.

Marketing Intern | Lingo Bootcamp/Japan Team (Vancouver, BC) Sep 2025 - Dec 2025

Lingo Bootcamp is a language-learning platform that helps Korean and Japanese users improve their real-life English speaking skills through native speaker feedback.

- Collaborated with influencers to create short-form video content promoting the app experience.
- Assisted in planning and executing social media campaigns to improve engagement and user acquisition.
- Created marketing content based on social media trends and audience insights.

Social Media Campaign Manager | S.Tech Dash Cam (Vancouver, BC) May 2025 - Dec 2025

- Designed promotional graphics and managed social media content to increase product visibility.
- Utilized targeted hashtags to improve content discoverability and clarity.
- Developed engaging social media posts to boost user interaction and brand awareness.

SKILLS

- Design: Figma, Adobe XD, Illustrator, InDesign, Canva, CapCut
- Marketing: Social Media Management, Content Planning, Content Creation, Branding
- Tools: Microsoft Office (Excel, Word, PowerPoint), Google Sheets
- Language: English and Korean

EDUCATION

UX/UI Design Diploma | Cornerstone Community College (Vancouver, Canada) Oct 2024 - Sep 2025

UX Design Professional Certificate | Google Apr 2024 - Jan 2025

Graphic Design Studies | NOVA Community College (USA) Jan 2020 - July 2022