



Jackie Lee

Jacqmlee@gmail.com — Online Portfolio: Jacqmlee.com

Professional Summary

Creative and results-driven Retail Designer with extensive experience in fostering brand engagement through innovative solutions within graphic design, product development, and branded environments.

Skill Summary

- **Design Services:** Hand off of production-ready artwork and creative assets to teams, including artwork for sampling, strike-offs, and lab-dips. Understanding of design parameters to expedite the process, as well as reviewing samples to apply changes.
- **Experiential Design:** Designing and executing installations with relevant design collateral to enhance spaces for trade shows, retail build-outs, co-working spaces, boutique shops, and pop-ups to increase brand engagement.
- **Retail Strategy:** Developing design solutions for point-of-purchase displays, in-person experiences, and merchandising. Knowledgeable in defining assortment guided by trends and ideating and identifying brand extensions.
- **Product Design and Development:** Designing and visualizing releases through line sheets and product renders. Maintaining an open dialog with PD teams to capture accurate conceptual art, as well as provide digital or hand sketches for vendors. Responding to production changes, communicating sampling timelines and relevant constraints to corresponding teams.
- **Trend Research:** Continuous research within market, competitors, and our customer segment to inform product development decision-making using color, material, and trim research. Contributing to internal conceptual development to apply trends.
- **Software:** Illustrator, Photoshop, InDesign, SketchUp, Enscape, Adobe Substance 3D Stager

Work Experience

Retail Experience Designer, Serta Simmons Bedding, Remote, June 2023—Present

Collaborating with cross-functional teams to design collateral for B2B and B2C retail experience needs.

Developing 3D concepts for tradeshow, POP, activations, and pop-ups along with their corresponding signage and design collateral.

Developing dielines for product packaging and creation of packaging design standards for licensors.

Designer, Win Brands Group (*acquired Love Your Melon in January 2022*), Remote, January 2022—June 2023

Developing 3D concepts for tradeshow, POP, activations, and pop-ups along with their corresponding signage and design collateral.

Collaborating on a shared creative services team, designing collateral for brand activations, decks and presentations for future partnerships, illustrations, and packaging artwork development for wholesale and retail.

Working alongside product development teams to visualize releases through line sheets, illustrations, CAD renderings, and tech packs.

Senior Product Designer, Love Your Melon, Minneapolis, MN August 2020—January 2022

Designed and presented on-brand WIP collections from concept through production to internal and external partners, high-profile partners including Disney, Warner Brothers, General Mills, Peanuts, and Smiley.

Process development for the licensing team to streamline product approval, testing, and design of factory-ready art files.

Custom Program Manager (Partnerships), Love Your Melon, Minneapolis, MN February 2019—August 2020

Acted as a creative and production liaison for licensing, game night, and custom/corporate programs, managing 50-100 orders at any given time while ensuring all deliverables were accurate and on time.

Developed product concepts for pitch decks to secure partnerships, and defined the style and strategies for licensed headwear.

Merchandise Manager, Love Your Melon, Minneapolis, MN October 2018 — February 2019

Defined collection assortment guided by trends and ideated and identified product extensions.

Developed relationships with key vendors and suppliers for softgoods, utilizing manufacturing capabilities to design seasonal releases.

Designer, Independent Contractor, Minneapolis, MN August 2017 — October 2018

Designed, rendered, and executed installations to enhance spaces for retail build-out, co-working spaces, and boutique shops.

Sourcing and communicating with vendors to develop, sample, and produce signage, mural decals, and decorative prints.



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Education

Retail Merchandising BS, University of Minnesota, Twin Cities, Minors In Management And Interdisciplinary Design

Skills

Adobe Illustrator, Photoshop, InDesign, Sketchup, Enscape, Adobe Substance 3D Stager, Google Workspace, Visual Merchandising, Illustration, Shopify, Mac Operating System, MS Office products, Art Direction, Retail Strategy

Interests

Fine Artist, Featured in shows at Gamut Gallery, Minneapolis in May 2018 and NEEMA's Art-A-Whirl, Minneapolis in May 2016