

## Brandreach

March 2009–Present | New York, NY

Work exclusively in web to:

- create and manage online ads, handling over 200 million impressions daily
- increased click-through traffic to advertisers by an average of 233%
- design and handcode various tour pages, ads, builders, and html emails using html, js and php
- create logos for specialized companies
- seamlessly integrate ads into existing websites, including mobile sites

## reitdesign, inc.

November 2006–March 2009 | New York, NY

As part of the lead design team for Barnes & Noble College Booksellers, projects included:

- strategic development of a new brand identity system
- redesigning the master logo and full suite of collateral materials (stationery, PPT, signage)
- redesigned the corporate website ([www.bncollege.com](http://www.bncollege.com)) in tandem with the Barnes & Noble programming team to optimize functionality
- layout, design and production of brand guidelines document for the Barnes & Noble marketing team
- managing the strategic approach, design and execution of a 150+ page Word template with multiple style sheets and graphic components
- leading multiple in-person training sessions with Barnes & Noble sales force

Other responsibilities include:

- designing annual reports for Barnes & Noble College, Amalgamated Bank, International Baccalaureate
- redesigning the consumer website for Amalgamated Bank; collaborating with the internal programming team to develop a seamless user interface
- designing environmental graphics for both small-scale conventions and large-scale tradeshows
- art directing photoshoots & photocalls
- managing day-to-day relationships with head clients and vendors

## Not For Tourists, inc.

September 2003–September 2006 | New York, NY

Researched, conceptualized, and created illustrative maps for city guides and web/print projects.

- designed in-house print advertising, collateral and direct mail pieces, customized book covers, promotional products, brochures, media kits, postcards, catalogs and custom cartography
- managed the intern program and supervised 1-2 interns on a daily basis

## Freelance Work

June 2002–Present | New York, NY

Designing brand identity systems (websites, logos, collateral systems) and marketing materials for clients including:

- Clockwork Media Group (media production)
- EZ Acupuncture (local business)
- Dryspell Productions (film production)
- New York State Taekwondo Federation (non-profit organization)

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Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Acrobat, Contribute, QuarkXPress, CSS, Premiere Pro, After Effects, JavaScript, jQuery, PHP, OpenX, Microsoft Office, ImageReady, Mac/Windows

University of Michigan

August 2002 | Ann Arbor, MI

Bachelor of Fine Arts, Cum Laude

Graphic Design / Ceramics

2009 Davey Award - Individual Achievement Art Direction/Graphic Design

Garden State Journalists 2007 Memorial Award

AIGA 50 Books/50 Covers of 2004

American Institute of Graphic Arts (AIGA), New York Chapter, member

New York American Mensa Ltd, New York Chapter

New York State Taekwondo Association, licensed referee

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