



# KAYLA LEE

Advertising student

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## EDUCATION

Communication contents  
**Dongduk Women's University**  
2024 - 2025 (transferred)

Advertising  
**University of Oregon**  
2025 - present

## SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Canva
- Microsoft Excel (basic reporting)
- Storytelling & Insight Synthesis
- Presentation / Recap Decks

## LANGUAGE

English (fluent)

Korean (Native)

## About Me

Cross-cultural advertising student (Korea → U.S.) focused on performance-driven marketing and growth-oriented brand execution. Strong in visual branding and translating audience insights into structured creative work.

## WORK EXPERIENCE

2023

South Korea

### Branding & Visual Identity Designer (Student Projects)

- Developed brand identity systems aligned with target audience positioning and brand consistency
- Designed logo, color systems, and messaging frameworks
- Designed visual & packaging assets in Illustrator/Photoshop
- Created polished product mockups with strong detail focus

JAN 2024 (4 months)

Lonnie Lottie - restaurant

### Server

- Managed multiple tasks in a high-volume setting while maintaining operational accuracy and consistency
- Communicated effectively with both local and international customers
- Resolved issues calmly while supporting efficient team operations

## CERTIFICATIONS

Korean Accounting Certification (Level 2)

Computer Operations Specialist Certification

Adobe Photoshop Certification (Level 1)

HSK Level 4 - Chinese Language Proficiency