

Experience



nehalee

Art Director | Designer

Neha is a seasoned art director and graphic designer with 12+ years of experience delivering strategic, concept-driven design solutions for advertising and tech brands. As a contractor, she thrives in fast-paced, cross-functional environments—combining curiosity, clear communication, and creative agility to produce compelling visual work across digital, print, and brand platforms. Her assertive approach and thoughtful process consistently elevate campaigns, earning her a reputation as both a reliable partner and a distinctive creative voice.

● October 2021 – Current ⚡ Remote



Contract Designer
DoorDash

- Lead the development and execution of cross-channel creative that unites brand storytelling with performance goals across CRM, lifecycle, paid media and campaign initiatives
- Design and deliver conversion-focused assets that maintain visual consistency across web, in-app, OOH, and social touchpoints while upholding DoorDash's brand identity and design language
- Oversee branding and visual design for marketing, product, and internal communications—including digital ads, presentations, landing pages, and co-branded partner campaigns
- Build and maintain scalable Figma libraries, templates, and creative systems to streamline production and ensure brand cohesion across global teams.
- Partner cross-functionally with marketing, product, and copy teams to translate insights and data into high-impact creative executions that drive engagement and growth
- Explore emerging design trends, storytelling formats, and AI-powered workflows to push creative innovation and elevate brand expression
- Execute a high volume of design deliverables with speed and precision in a fast-paced, collaborative environment
- Collaborate with merchant and brand partners to craft co-branded experiences that reinforce shared values and amplify campaign reach
- Champion a user-centered approach to brand design, ensuring visual storytelling aligns with audience insights and business objectives
- Deliver a high volume of creative assets independently in a fast-paced, deadline-driven environment while partnering closely with creative directors, product designers, marketers, and copywriters to ensure campaign success

● March 2010 – Current ⚡ Remote



Art Director | Owner
Neha Lee Designs

- Conceptualized and delivered innovative design solutions that pushed brand boundaries and explored new formats and media channels, with a focus on impact and originality
- Produced high-quality digital and print assets using Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), and Canva, consistently meeting brand and technical specifications
- Maintained visual consistency across all deliverables while introducing fresh, strategic creative approaches to artwork, layouts, and campaign designs
- Developed and supported multimedia campaigns across social, product, and marketing channels, aligning creative output with business objectives
- Leveraged foundational AI tools and techniques to enhance design workflows, streamline asset creation, and prototype experimental ideas
- Collaborated closely with cross-functional teams—including product, engineering, marketing, and support—to ensure cohesive execution of design initiatives
- Known for a confident, communicative, and process-driven approach to design, backed by 15+ years of experience creating conceptual and compelling work for brands in the advertising and tech space

● April 2025 – December 2025 ⚡ Remote



Art Director | Consultant
Tag.

- Designed, built, and maintained advanced Figma component libraries and design systems with multi-variable components, responsive layouts, and token-based structures for brands including Adobe and Microsoft.
- Developed scalable Figma templates and reusable design frameworks to ensure visual consistency, speed up production, and improve cross-team collaboration.
- Implemented Auto Layout, component variants, and interactive components to create adaptable, high-performance design patterns for diverse use cases.
- Established and managed shared Figma libraries, defined workflows, and implemented version control to streamline design-to-development handoffs.
- Led training and documentation initiatives on Figma best practices, naming conventions, and component management to maintain quality and alignment across teams.
- Optimized large-scale Figma systems for performance and maintainability, supporting efficient collaboration across multi-brand environments.
- Conceptualized and executed integrated creative campaigns and marketing materials across digital and print platforms, aligning design outputs with strategic goals.
- Managed end-to-end creative projects, from initial concept development through to final delivery, ensuring alignment with strategic objectives
- Collaborated closely with clients and cross-functional project teams to deeply understand business goals and translate them into compelling visual solutions
- Conceptualized and delivered multimedia campaign assets that supported brand narratives across channels and formats

Socials

Instagram
@nehaleedesigns

LinkedIn
www.linkedin.com/in/nehalee/

Education

Masters in Graphic Design (MFA)
Academy of Art University

Bachelor of Visual Art (BVA)
Stella Maris



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 Email
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 Website
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 Phone
669-300-7043

 Location
San Francisco, CA

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 Instagram
[@nehaleedesigns](https://www.instagram.com/nehaleedesigns)

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● April 2020 – March 2022  Remote
Art Director
Palmer Ad Agency

- Collaborated with copywriters to develop clear, cohesive creative concepts aligned with brand messaging and campaign goals
- Produced storyboards, strategic design options, and visual narratives to support integrated marketing efforts
- Interpreted marketing initiatives and strategic positioning to create targeted, audience-specific content
- Conducted brand reviews and contributed to branding development, ensuring alignment across all visual touchpoints
- Designed wireframes and prototypes for web and mobile experiences, with a focus on user experience (UX) and user interface (UI) best practices
- Created and adapted content for various social media platforms, ensuring platform-specific optimization and visual consistency
- Developed moodboards, image contact sheets, and style boards to establish visual direction for projects and campaigns
- Built and maintained scalable design systems across digital, print, and experiential mediums
- Designed and animated engaging digital assets, including GIFs, banner ads, custom illustrations, and motion graphics
- Executed performance-driven visual content for digital marketing and social media advertising campaigns

● January 2021 – February 2022  Remote
Art Director | Designer
Questus

- Translated developments in digital, social, and emerging technologies into effective marketing design strategies and visually compelling campaigns for agency clients
- Provided art direction across multimedia projects, from concept to execution, ensuring creative alignment with strategic objectives and brand voice
- Created original illustrations, storyboards, and animations for TV ads and digital campaigns, delivering cohesive and engaging narratives across formats
- Designed consistent visual assets and illustration systems for social media platforms, supporting brand storytelling and audience engagement
- Maintained strict adherence to brand guidelines while infusing fresh creative direction across marketing deliverables
- Managed and prioritized multiple projects concurrently, collaborating with account managers (AMs), project managers (PMs), and external vendors to ensure timely and high-quality execution

● June 2020 – September 2020  Remote
Senior Graphic Designer
Project Frog

- Designed eye-catching graphics and visually engaging assets for digital, web, and print platforms
- Developed social media creatives and email marketing campaigns using Zoho One, aligning with brand goals and audience targeting strategies
- Partnered with the marketing team and UI/UX manager to transform conceptual ideas into final deliverables across web, video, print, and case study formats
- Collaborated directly with software development teams to align visual design with product functionality and user experience
- Created animated and video content for integration across multiple websites, enhancing user engagement and brand storytelling
- Delivered iterative design drafts, incorporating feedback from sales and marketing stakeholders to ensure high-impact final outputs

● July 2019 – February 2020  San Francisco, CA
Senior Graphic Designer
215 McCann

- Designed and refined stylized PowerPoint presentations, enhancing visual storytelling and aligning with brand guidelines
- Collaborated with multiple team members across departments to execute and deliver high-quality design projects
- Updated the look and feel of branded presentation decks daily to maintain a fresh and consistent visual identity
- Sourced imagery and compiled contact sheets to support design direction and creative planning
- Developed digital advertising assets and marketing content tailored for various platforms and campaigns
- Created a wide range of marketing materials, including promotional graphics, sales collateral, and social media assets
- Produced engaging content for social media marketing campaigns, optimized for platform-specific performance
- Delivered high-quality design solutions under tight deadlines in a fast-paced, collaborative environment
- Conducted research and applied audience insights to inform design decisions and maximize campaign impact



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March 2019 – May 2019 Remote



Designer

Sigma Computing

- Designed and developed a wide range of marketing materials—including digital advertisements, email campaigns, and social media content—with a focus on performance-driven marketing design
- Created brand-aligned collateral for conferences and events, ensuring consistency across print and digital touchpoints
- Designed and laid out eBooks to support brand storytelling, thought leadership, and content marketing strategies
- Contributed to brand development by creating and formalizing brand guidelines that ensured visual cohesion across platforms and teams
- Produced promotional web assets to support webinars and digital events, driving awareness and engagement
- Designed original illustration assets to accompany blogs, strengthening brand voice and enhancing visual communication

March 2017 – May 2019 Alameda, CA



Jr. Graphic Designer

Group Delphi

- Collaborated with 2D and 3D designers to bring spatial and experiential design concepts to life across trade shows and branded environments
- Partnered with fabricators and production teams to ensure accuracy, feasibility, and timely execution of design deliverables
- Managed multiple projects concurrently, maintaining quality and efficiency under tight deadlines
- Designed and developed environmental graphics, including large-scale installations and spatial branding elements
- Sourced and manipulated imagery to support creative direction and enhance visual storytelling
- Created elevations and visual mockups for trade show spaces, translating design intent into production-ready visuals
- Prepared and formatted production files, ensuring compatibility with print and fabrication standards
- Optimized digital assets for output, maintaining fidelity, resolution, and brand consistency across all formats
- Developed polished presentation decks to support client reviews and internal approvals
- Communicated effectively with vendors and production teams to resolve discrepancies and ensure high-quality execution

February 2017 – March 2017 San Francisco, CA



Presentation Designer

Spring Studio

- Designed visually engaging PowerPoint presentations tailored to specific target audiences and aligned with client expectations
- Translated complex scientific language and data into clear, compelling narratives using accessible slides, infographics, and data visualizations
- Built and maintained standardized presentation templates and visual systems to enhance clarity, reinforce brand identity, and streamline information delivery
- Evaluated existing presentations and recommended improvements to structure, visual hierarchy, and storytelling flow for greater impact and usability

Skills

Design

Art Direction
Creative Direction

Branding
AI image generation

Trade Shows +
Merchandise

Graphic Design
Digital Design

Social Media
AI prompting
AI Workflows

Story Boarding

UX/UI
Wireframing

Software

Figma

Adobe Creative Cloud
Canva

Chat GPT, Gemini,
Weavy, Firefly

Microsoft Suite
Google Suite

Wix
Hubspot

Iterable
Taxi
Mailchimp