

NEHA ANN LEE

Art Director | Designer | AI Visual Artist

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PROFESSIONAL SUMMARY

Seasoned Art Director and Graphic Designer with 13+ years of experience delivering strategic, concept-driven design solutions for advertising and technology brands, including multiple Fortune 500 companies. Experienced in creative direction, campaign ideation, art direction, visual storytelling, production design, and pixel-perfect digital execution across digital, print, brand, web, CRM, lifecycle, paid media, B2B marketing, and performance marketing ecosystems.

Thrives in fast-paced, cross-functional environments, combining curiosity, clear communication, and creative agility to produce compelling multimodal content across campaign, product, and interactive media experiences. Skilled at translating creative concepts into production-ready assets, modular building blocks, reusable web components, scalable visual systems, and organized asset libraries for development teams.

Brings deep expertise in AI-driven creative workflows, generative AI, AI image generation, prompt engineering, and AI-powered content production, integrating tools such as Weavy, Midjourney, Adobe Firefly, Gemini, ChatGPT, Claude, and Nano Banana into scalable creative production systems. Known for an assertive yet thoughtful creative strategy approach that blends data-driven creative optimization, repeatable visual development pipelines, and strong conceptual storytelling.

SKILLS

Design & Strategy

Creative Direction, Art Direction, Creative Strategy, Graphic Design, Digital Design, Branding, Visual Storytelling, Concept Development, Campaign Ideation, Storyboarding, UX/UI, Wireframing, Design Systems, Modular Design, Web Components, Production Design, Pixel-Perfect Design, Developer Handoff, Social Media, Trade Shows and Merchandise

Performance & Marketing

Performance Marketing, Direct Response Advertising, B2B Marketing Campaigns, Digital Advertising, Data-Driven Creative Optimization, A/B Creative Testing, Scalable Ad Production, Campaign Asset Versioning and Meta Ads Ecosystems

AI & Innovation

AI-Driven Creative Workflows, Generative AI, AI Image Generation, AI Video Generation, Prompt Engineering, AI-Powered Content Production, Multimodal Content Creation, AI Visual Development Pipelines, AI Pre-Production Documentation, AI Libraries, Scalable Content Systems, Weavy, Nano Banana, Google Imagen, Midjourney, Adobe Firefly, Weavy, ChatGPT, and Gemini

Software

Figma (Advanced), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Microsoft Office, Google Suite, Wix, HubSpot, Iterable, Taxi, Mailchimp and Celtra

PROFESSIONAL EXPERIENCE

Senior Designer, AI Specialist | Brand and Growth

DoorDash | Remote | October 2021 – Present

- Lead the development and execution of cross-channel creative that unites brand storytelling with performance marketing and direct response advertising goals across CRM, lifecycle, paid media, and integrated campaign initiatives.
- Drive creative direction and art direction across digital advertising, in-app experiences, web, OOH, and social channels, ensuring consistency within the broader Meta Ads ecosystem and global brand systems.
- Design and deliver conversion-focused assets that balance creative strategy with measurable outcomes, contributing to data-driven creative optimization and A/B creative testing frameworks.
- Develop scalable ad production systems and creative templates that enable rapid iteration across multiple audience segments and campaign objectives.
- Integrate AI-driven creative workflows into campaign development, leveraging generative AI tools such as Midjourney, Adobe Firefly and Weavy for AI image generation, AI video generation, rapid concept development, and campaign ideation.
- Apply prompt engineering techniques to streamline AI-powered content production and expand multimodal content creation across digital and lifecycle channels.
- Oversee branding and visual design for marketing, product, and internal communications—including digital ads, landing pages, presentations, and co-branded partner campaigns.

- Build and maintain scalable Figma libraries, component systems, and design frameworks to ensure brand cohesion and efficient cross-functional collaboration across global teams.
- Partner with marketing, product, copy, analytics, and growth stakeholders to translate insights and performance data into high-impact creative executions that drive engagement and business growth.
- Collaborate with merchant and brand partners to craft co-branded experiences that reinforce shared values, amplify campaign reach, and elevate creative campaign development across channels.
- Continuously explore emerging design trends, storytelling formats, generative AI tools, and AI-driven workflows to push creative innovation and evolve DoorDash's visual expression.

Consultant | AI Image Specialist | Production

Gale | Remote | April 2026 – June 2026

- AI Artist & Consultant at GALE Agency, creating high-quality AI-generated visuals, concept art, and prompt-led visual narratives for campaign, product, and interactive media experiences.
- Developed AI libraries, visual systems, and “kit of parts” frameworks to support scalable, consistent, and repeatable creative production.
- Built detailed pre-production AI documentation, including character models, wardrobe references, location studies, visual themes, moodboards, and style direction.
- Created structured visual development pipelines for precise, repeatable AI-generated content creation across multiple tools and production needs.
- Utilized advanced AI tools including Weavy, Claude, latest GPT models, and Nano Banana to support visual development, ideation, refinement, and creative workflows.
- Worked as a Production Designer, supporting projects from early conceiving through development handoff.
- Translated creative concepts into production-ready assets, including modular building blocks, reusable web components, scalable design systems, and organized asset libraries.
- Created, refined, and prepared assets for implementation by development teams, with a strong focus on pixel-perfect execution, spacing, alignment, typography, color, and visual accuracy.
- Collaborated with artists, designers, and developers to maintain visual consistency, improve handoff quality, and ensure design intent carried through implementation.
- Supported AI image generation workflows, asset optimization, component-based production, and creative pipeline development.
- Focused on visual storytelling, culturally grounded realism, rapid ideation, scalable content creation, and polished digital craft across campaign, product, web, and interactive media experiences.

Art Director | Owner

Neha Lee Designs | Remote | March 2010 – Present

- Conceptualize and deliver innovative design solutions that push brand boundaries and explore new formats, media channels, and creative technologies with a focus on impact and originality.
- Lead creative direction, campaign ideation, and concept development for digital advertising, B2B marketing campaigns, and brand initiatives across industries.
- Produce high-quality digital and print assets using Figma and Adobe Creative Suite, maintaining brand consistency while introducing strategic and forward-thinking visual approaches.
- Develop and support multimedia campaigns across social, product marketing, and performance-driven channels, aligning creative output with business and growth objectives.
- Leverage AI-driven creative workflows and foundational generative AI tools to enhance production efficiency, support AI image generation and AI video generation experimentation, and streamline scalable ad production.
- Collaborate cross-functionally with product, engineering, marketing, and support teams to ensure cohesive execution of creative strategy and brand systems.
- Maintain a confident, communicative, and process-driven approach to art direction, backed by 15+ years of experience delivering conceptually strong and performance-aware work.

Art Director Consultant

Tag | Remote | April 2025 – December 2025

- Designed, built, and maintained advanced Figma component libraries and robust design systems featuring multi-variable components, token-based structures, and responsive frameworks for global brands including Adobe, Audible and Microsoft.
- Developed scalable templates and creative production systems that supported high-volume digital advertising, performance marketing, and cross-channel campaign deployment.
- Integrated AI-driven creative workflows and generative AI tools into creative operations to accelerate concept development, campaign ideation, and rapid asset iteration.
- Leveraged AI image generation and AI video generation tools—including Adobe Firefly and Runway—to support digital advertising and creative campaign development initiatives.
- Applied structured prompt engineering techniques to optimize AI-powered content production and enable scalable multimodal content creation.
- Implemented Auto Layout, component variants, and interactive systems to create adaptable, high-performance design patterns aligned with creative strategy and production efficiency.

- Established and governed shared Figma libraries, documentation standards, naming conventions, and version control processes to support cross-functional collaboration and agency management workflows.
- Optimized large-scale design systems for performance, maintainability, and scalability across multi-brand environments.
- Managed end-to-end creative projects from initial concept development through final delivery, ensuring alignment with strategic objectives and measurable business outcomes.
- Collaborated closely with clients and internal stakeholders to translate complex business goals into compelling visual solutions across digital and print platforms.

Art Director

Questus | Remote | April 2020 – March 2022

- 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 through execution—ensuring alignment with strategic objectives and brand voice.
- Created original illustrations, storyboards, and animations for TV ads and digital campaigns, delivering cohesive and engaging narrative experiences.
- Designed consistent visual assets and illustration systems for social media platforms to support brand storytelling and boost audience engagement.
- Ensured strict adherence to brand guidelines while introducing fresh creative direction across marketing deliverables.
- Managed and prioritized multiple concurrent projects, collaborating with AMs, PMs, and external vendors to deliver high-quality work on time.

Art Director

Palmer Ad Agency | Remote | January 2021 – February 2022

- Partnered 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 initiatives.
- Translated marketing strategies and positioning into targeted, audience-specific visual content.
- Conducted brand reviews and supported brand development, ensuring consistency across all visual touchpoints.
- Designed wireframes and prototypes for web and mobile experiences, applying UX/UI best practices.
- Created and adapted content for diverse social media platforms, optimizing for format, performance, and visual consistency.
- Developed moodboards, style boards, and image reference sheets to define visual direction for campaigns and projects.

- Built and maintained scalable design systems across digital, print, and experiential media.
- Designed and animated digital assets—including GIFs, banner ads, custom illustrations, and motion graphics—to elevate brand storytelling.
- Executed performance-driven visual content for digital marketing and social media advertising campaigns.

Art Director | Designer

Project Frog | Remote | June 2020 – September 2020

- Created a cohesive and original illustrative style for branding and marketing initiatives.
- Designed educational LMS materials by researching workflows, developing new illustrative examples, and synthesizing complex information into clear, easy-to-understand documentation.
- Developed brand guideline documents for **Project Frog, KitConnect, and Lantana**.
- Created design templates, video assets, animations, and marketing materials across web, PowerPoint, print, digital marketing, and social media.
- Built a comprehensive asset library, including advertising templates, type styles, campaign assets, social media graphics, email campaign materials, illustrations, icons, and product illustrations.
- Designed and continuously improved PowerPoint presentations across all Project Frog sectors, updating styles to align with the company's evolving look and feel.
- Supported multiple website development projects, including brainstorming, concepting, design, prototyping, development support, and build.
- Partnered with marketing teams to interpret briefs, generate ideas, and develop concepts for effective marketing campaigns.
- Collaborated with cross-functional teams and independently owned projects from concept through completion when needed.
- Conducted UI/UX research, monitored design trends, and applied relevant insights to ongoing digital projects.
- Oversaw the visual direction and execution of advertising and marketing materials.

Senior Graphic Designer

215 McCann | San Francisco, CA | July 2019 – February 2020

- Designed and refined stylized PowerPoint presentations, enhancing visual storytelling while maintaining alignment with brand guidelines.
- Collaborated with cross-departmental teams to execute and deliver high-quality design projects.
- Updated the visual style of branded presentation decks on a daily basis to ensure a fresh, consistent identity.
- Sourced imagery and created contact sheets to support design direction and creative planning.
- Developed digital advertising assets and marketing content tailored for various platforms and campaigns.
- Produced a wide range of marketing materials, including promotional graphics, sales collateral, and social media assets.

- Created engaging, platform-optimized content for social media marketing campaigns.
- 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.

Designer

Sigma Computing | Remote | March 2018 – May 2019

- Designed and produced a wide range of **performance-driven marketing materials**, including digital ads, email campaigns, and social media content.
- Created **brand-aligned collateral** for conferences and events, ensuring visual consistency across print and digital touchpoints.
- Designed and laid out **eBooks** to support brand storytelling, thought leadership, and content marketing initiatives.
- Contributed to **brand development** by creating and formalizing brand guidelines that maintained visual cohesion across platforms and teams.
- Produced promotional **web assets** for webinars and digital events to drive awareness, attendance, and engagement.
- Designed original **illustration assets** for blog content, strengthening brand voice and enhancing visual communication.

Jr. Graphic Designer

Group Delphi | Alameda, CA | March 2017 – May 2019

- Collaborated with internal and external **2D and 3D designers** to develop cohesive visual concepts and production-ready materials.
- Partnered with **fabricators and production offices** to support the execution of environmental graphics, trade show spaces, and branded installations.
- Managed multiple projects and client workstreams simultaneously while meeting fast-paced deadlines and quick-turnaround requests.
- Created **environmental graphics, print materials, digital documents, presentation decks, and style boards** for client and internal initiatives.
- Sourced, edited, and manipulated imagery to support campaign, event, and environmental design needs.
- Developed elevations for **trade show spaces**, ensuring accurate visual planning and production alignment.
- Prepared files for production and produced **print-ready documents** with attention to technical accuracy and visual quality.
- Collaborated with internal marketing teams to improve company branding and maintain consistency across communications.
- Contributed to brand development by refining visual systems and developing brand guidelines.

Presentation Designer

Spring Studio | San Francisco, CA | February 2017 – March 2017

- Designed polished, brand-aligned **PowerPoint and presentation decks** for executive, sales, product, and marketing audiences.
 - Translated complex information into clear, visually engaging **infographics, presentation narratives, and data-driven visuals**.
 - Partnered with product, design, and cross-functional teams to turn strategy, messaging, and raw content into compelling presentation experiences.
 - Led brainstorming and design ideation sessions to develop creative concepts, visual systems, and storytelling approaches for presentations.
 - Sourced, edited, and manipulated imagery to create cohesive, high-impact visuals that elevated the overall presentation design.
 - Applied strong layout, typography, hierarchy, and pacing to improve clarity, engagement, and visual flow across decks.
 - Created reusable slide templates, presentation systems, and branded assets to improve consistency and efficiency across teams.
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EDUCATION

DEGREES:

Master of Fine Arts (MFA), Graphic Design | 2016

4.0 | Valedictorian | Academy of Art University

Bachelor of Visual Art (BVA) | 2014

4.0 | Valedictorian | Stella Maris

COURSERA CERTIFICATES:

IBM Generative AI for UI UX Design Specialization | 2026

IBM Generative AI: Elevate your Software Development Career | 2026

Adobe Generative AI Content Creation | 2026