



neha lee

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.



Email
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Website
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Phone
669-300-7043



Location
San Francisco, CA

Socials



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



LinkedIn
www.linkedin.com/in/nehalee/

Education



Masters in Graphic Design (MFA)
Academy of Art University



Bachelor of Visual Art (BVA)
Stella Maris

Experience

April 2025 – Current Remote



Art Director
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

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



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Experience

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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Experience

May 2019 – March 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

Graphic Design
Digital Design

Branding
AI image generation

Social Media
AI prompting

Trade Shows +
Merchandise

Story Boarding

UX/UI
Wireframing

Software

Figma

Adobe Creative Cloud

Canva

Microsoft Suite
Google Suite

Sketch

Wix | Iterable | Taxi