




Laurence Wayne Lee

About

 Results-driven Creative Director with a keen focus on insights and ideas that drive conversion. Highly innovative, multi-disciplined and passionate about developing design that transcends generations.

Contact

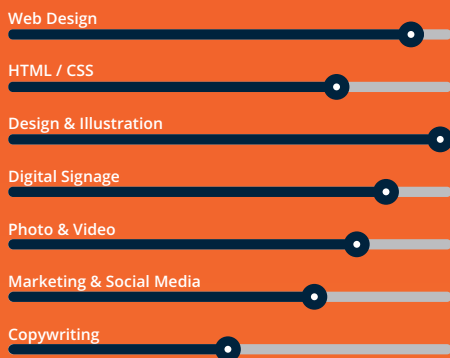
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Skills



Software



Interests



Experience

Creative Director

2017-Present

Drip Media (formerly, Liquid Designs)

Lead a variety of projects and delivered creative solutions to exceed client goals in both digital and print formats.

- Developed WordPress websites based on project scope and budget.
- Managed web hosting, maintenance and support for over 40 clients.
- Implemented and maintained scalable commercial digital signage.
- Produced graphic design, video advertising and time-lapse videos.
- Conceptualized and designed corporate branding materials.
- Built and maintained client relationships.
- Established visual communication and brand standards.
- Created proposals, time-lines and budgets for projects.

Web & Graphic Designer

2015-2017

Cornerstone Technology

Produced effective and functional web designs for an array of business industries.

- Worked with clients to establish project scope, goals and time lines.
- Performed routine updates, upgrades and overall website maintenance.
- Developed digital signage layouts and provided cost effective solutions.
- Installed time-lapse cameras and branded finished client media.
- Evaluated website SEO and strategized ways to increase rankings.
- Lead design and production of print and multimedia materials.
- Increased the social media presence of Cornerstone Technology.

Medical Program Associate

2011-2015

WI State Laboratory of Hygiene

Operations Program Associate

2010-2011

UW Madison School of Education

Graphic Design Intern

2010-2011

UW Credit Union

Lead Graphic Designer

2009-2010

University of Wisconsin - Whitewater

Education

Bachelor of Design

University of Wisconsin Whitewater 2005 - 2010

Community

- The Village Church
- Wausau Whitewater
- CWOCC (Central Wisconsin Offroad Cycling Coalition)