

Heechan Lee

Package Designer

www.heech.design / heech.lee.personal@gmail.com

Education

Pratt Institute

MFA Interactive Arts 2025

Rhode Island School of Design

BFA Illustration 2020

Skills

Art & Design

Illustration

UI/UX Design

Graphic Design

Branding

Animation

Photography

Software

Adobe Creative Suite

Adobe After Effect

Figma

Touch Designer

P5js

Language (Bilingual)

English

Korean

Work Experience

PacSense Corp / 2025 May and Ongoing

Package Designer

- Design packaging for new food products targeting Asian markets, maintaining alignment with brand identity and cultural aesthetics.
- Oversee quality control of existing packaging, resolving print and production issues to ensure consistency across batches.
- Revise packaging based on vendor feedback, adapting designs to meet manufacturing constraints and market specific preferences.

Graduate Assistant / 2025 Jan to 2025 May

Digital Prototyping Class

- Provided one on one coding assistance, helping students debug and refine digital prototypes.
- Conducted research on AI integration and interactive 3D spaces in p5.js, leading to an optimized curriculum for rapid mixed-reality prototyping.
- Developed interactive demos that enhanced student engagement, increasing their overall satisfaction.

Nation A / 2023 Jan to 2023 August

Intern UX/UI Designer & Graphic Designer

- Led brand identity development for an AI 3D motion start up, creating a logo, brand colors, and promotional materials that established a consistent visual presence.
- Designed UI/UX for the company's first website launch, ensuring usability and accessibility.
- Worked on mobile app UX/UI during its closed beta phase, gathering feedback and iterating on design improvements based on user responses.

Suji Library / 2021 Feb to 2022 Nov

Social Service Agent (Alternate Military Service)

- Designed engaging visual assets that enhanced the library's educational programs and interactive exhibitions.
- Led the AR/VR Zone's promotional campaign, developing marketing materials and organizing events, which resulted in a 20% increase in public participation.
- Managed book organization and logistics, improving efficiency in book retrieval and transportation.